

# HAVERHILL TOWN CENTRE MASTERPLAN

## DRAFT MASTERPLAN REPORT

PREPARED ON BEHALF OF  
**ONE HAVERHILL**

BY  
**DAVID LOCK ASSOCIATES**

MAY 2015



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## 1.0 INTRODUCTION

### Project scope and purpose

1.1 With a population just over 27,000, Haverhill is the second largest town in the borough of St Edmundsbury and the population will be around 35,000 in 2031. It is positioned on the Suffolk, Cambridgeshire, and Essex borders, just off the A1307. Haverhill is in close proximity to two of the eastern region's most important roads, the A11 and the M11. The town is 18 miles from Cambridge, 21 miles from London Stansted Airport and just 64 miles from London.

1.2 ONE Haverhill, together with St Edmundsbury Borough Council, want Haverhill to flourish, capitalising on the town's existing assets and exploiting its strategic location.

1.3 In order to positively plan for growth St Edmundsbury Borough Council have produced the Haverhill Vision 2031. The Vision was adopted as the Local Plan for Haverhill in September 2014 and forms the planning policy framework for Haverhill. It sets out key growth ambitions and aspirations for the town.

1.4 In terms of the town centre the Vision recognises it as a key location, a focus for Haverhill and an asset for the whole community. ONE Haverhill's aspirations for the town centre are that by 2031 Haverhill Town Centre will be:

*A place to live, work and play - a mixed use town centre which welcomes people, makes the most of existing attractions and adds to them so that people want to live, work, shop and relax in the town.*

*Ready for growth - a centre which grows out from the High Street to provide the retail and other attractions an increasing population needs. A centre which is well promoted as part of the wider offer of the town.*

*Connectivity - a centre which relates to the wider town, which traffic flows around, where access for deliveries and services has been planned and with well-signed and attractive walking routes around the centre and from the car parks.*

*An attractive environment - a town centre which develops its physical environment, celebrates its local heritage and encourages people to spend quality time in it.*

1.5 In order to help achieve these aspirations ONE Haverhill has identified the need for a masterplan to be prepared for the town centre. The masterplan will ensure that a transformational approach to development is achieved, creating the jobs for the future and enabling a new chapter in the economic growth of Haverhill to be achieved. It contains proposals and initiatives that will deliver investment over the period to 2031, helping to implement the Haverhill Vision 2031.

Above all, the masterplan is **aspirational**, sets out a clear direction for the future development of the town centre, but is also **realistic**, having regard to what is achievable and, importantly, **deliverable**.

### Planning policy framework

- 1.6 The masterplan has been prepared in order to supplement and help implement policies set out within the Haverhill Vision 2031, which was adopted in September 2014, and the St Edmundsbury Core Strategy which was adopted in December 2010. The masterplan has been formally prepared as a **supplementary planning document** (SPD) thereby forming part of the statutory planning policy framework for Haverhill.
- 1.7 It will also replace the **Town Centre Masterplan** which was adopted in 2005. This document has provided a robust framework for regeneration in the town centre and has guided significant investment into the town centre particularly through securing enhanced leisure and retail provision.
- 1.8 Much work has already been undertaken by the Council and ONE Haverhill to establish a robust and supporting policy framework for the town centre. This provides a strong basis from which to take forward the projects and proposals identified in the masterplan.

### *Haverhill Vision 2031*

- 1.9 The Vision 2031 sets out a number of policy ambitions and aspirations for the town. Of particular relevance to the town centre is **Aspiration 29** which seeks to ensure that:

*“The town centre is vibrant and attractive with a varied retail offer.”*

- 1.10 The actions required to achieve this aspiration are:

- a) **Develop the town centre as a destination for shoppers and visitors by improving the retail, leisure and culture offer, the quality of its public realm and the gateways to the centre.**
- b) **Enhance the Town Centre, including the pedestrian environment.**
- c) **Make provision for the expansion of the retail offer.**
- d) **Continue efforts to promote the town and improve its image.**
- e) **Maximise the Stour Brook’s amenity value as an asset for the town.**
- f) **Encourage uses above shop premises, including residential, to maximize the use of space and ensure the town centre has life and natural surveillance after shops have closed.**
- g) **Through widespread consultation, we will prepare a separate, more detailed, masterplan for the town centre.**
- h) **Provide safe and convenient access to the town centre by all modes of travel, including delivery vehicles, and manage parking provision that enhances vitality and viability.**

- 1.11 The preparation of the masterplan is a key action towards securing the enhancement of the town centre.

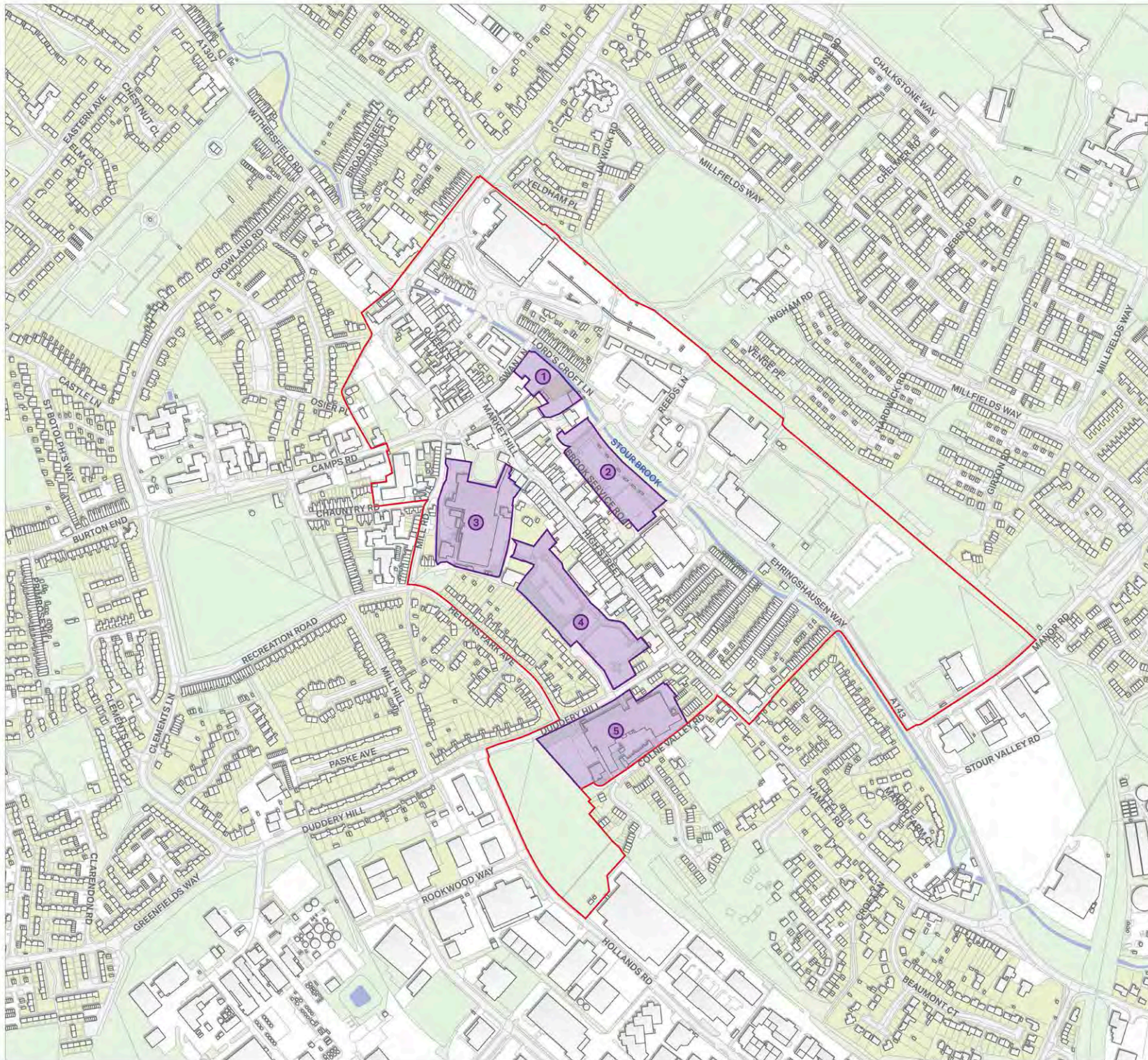
**St Edmundsbury Core Strategy**

- 1.12 The Core Strategy also provides planning policy context for the development of the masterplan. **Policy CS10** of the Core Strategy provides an overview of retail, leisure, cultural and office provision, taking account of recently completed development. The Core Strategy recognises that Haverhill town centre will continue to be the focus for new retail, leisure, cultural and office development.
- 1.13 **Policy HV19** of the Vision 2031 recognises the importance of the town centre as a suitable location for regeneration and new development. The policy states that the amount of land available for development, including appropriate adjoining sites that will support the regeneration objectives, the location and distribution of uses, access arrangements, design and landscaping will be informed by a masterplan and subsequent individual site development briefs, which will be adopted as guidance.
- 1.14 **Policy HV7** of the Vision 2031 also identifies five brownfield sites within the town centre. The urban sites are allocated for mixed use development which may include residential development and commercial uses (including retail) and car parking and comprise:
- Land to the rear of Argos and the Post Office adjoining Swan Lane.
  - Land at the Brook Service Road and car park.
  - Chantry Mill.
  - Cleales and Town Hall car park.
  - The former Wisdom Factory on Duddery Hill
- 1.15 These sites provide a focus for the masterplan identifying opportunities for the types of uses, built form and layout that could be accommodated on each.

**Masterplan preparation and timescales**

- 1.16 ONE Haverhill has appointed a team of town planning and urban design specialists, led by David Lock Associates (DLA), to produce the masterplan for the town centre. Supported by St Edmundsbury Council DLA has worked alongside ONE Haverhill to produce the masterplan.
- 1.17 The town centre masterplan has been drafted in four main project stages:
- **Stage 1: Baseline and information review (complete)**
  - **Stage 2: Issues and options to including engagement and consultation (complete)**
  - **Stage 3: Drafting the masterplan to include engagement and consultation from 08 June to 17 July (this document).**
  - **Stage 4: Finalising and handover with completion in September 2015.**

*Plan opposite:  
Masterplan boundary and mixed-use brownfield development sites*



- ① REAR OF ARGOS / POST OFFICE
- ② BROOK SERVICE ROAD / CAR PARK
- ③ CHAUNTRY MILL, HIGH STREET
- ④ CLEALES / TOWN HALL CAR PARK
- ⑤ WISDOM FACTORY, DUDDERY HILL

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**Haverhill Masterplan**  
**Town Centre Boundary**



### Town Centre Analysis

1.18 As part of the Issues and Options stage of the masterplan preparation a review and analysis of the town centre was undertaken. This focused on four main areas:

- **Background documents comprising existing studies, appraisals, policies and plans;**
- **The physical character and function of the town centre focusing on its strengths, weaknesses and historic growth;**
- **Access and movement around the town centre; and**
- **The property market in Haverhill.**

1.19 The review and analysis led to the identified of ten broad themes. These were the subject of extensive consultation and form the basis upon which the masterplan has been drafted.

#### Theme 1: **ENVIRONMENT**

Providing for a locally distinctive and quality town centre environment.

#### Theme 2: **IDENTITY**

Celebrating Haverhill's past, promoting local history and heritage assets to enhance Haverhill's distinctive character.

#### Theme 3: **ACCESSIBILITY**

Ensuring that all uses across the town are easily accessible by sustainable modes of transport.

#### Theme 4: **WALKABILITY**

Providing convenient, safe and attractive routes to enable communities to meet their day-to-day needs without requiring them to drive.

#### Theme 5: **ATTRACTIONS**

Improving the attractiveness of the town centre for everyone both in terms of appearance and the range of facilities and uses on offer.

#### Theme 6: **ECONOMY**

Facilitating long term sustainable growth of the local economy, and in particular promoting employment opportunities for young people.

#### Theme 7: **HOUSING**

Providing the mix of housing needed by local people.

#### Theme 8: **COMMUNITY**

Bring together community activity by co-locating community meeting places and facilities.

#### Theme 9: **POPULATION**

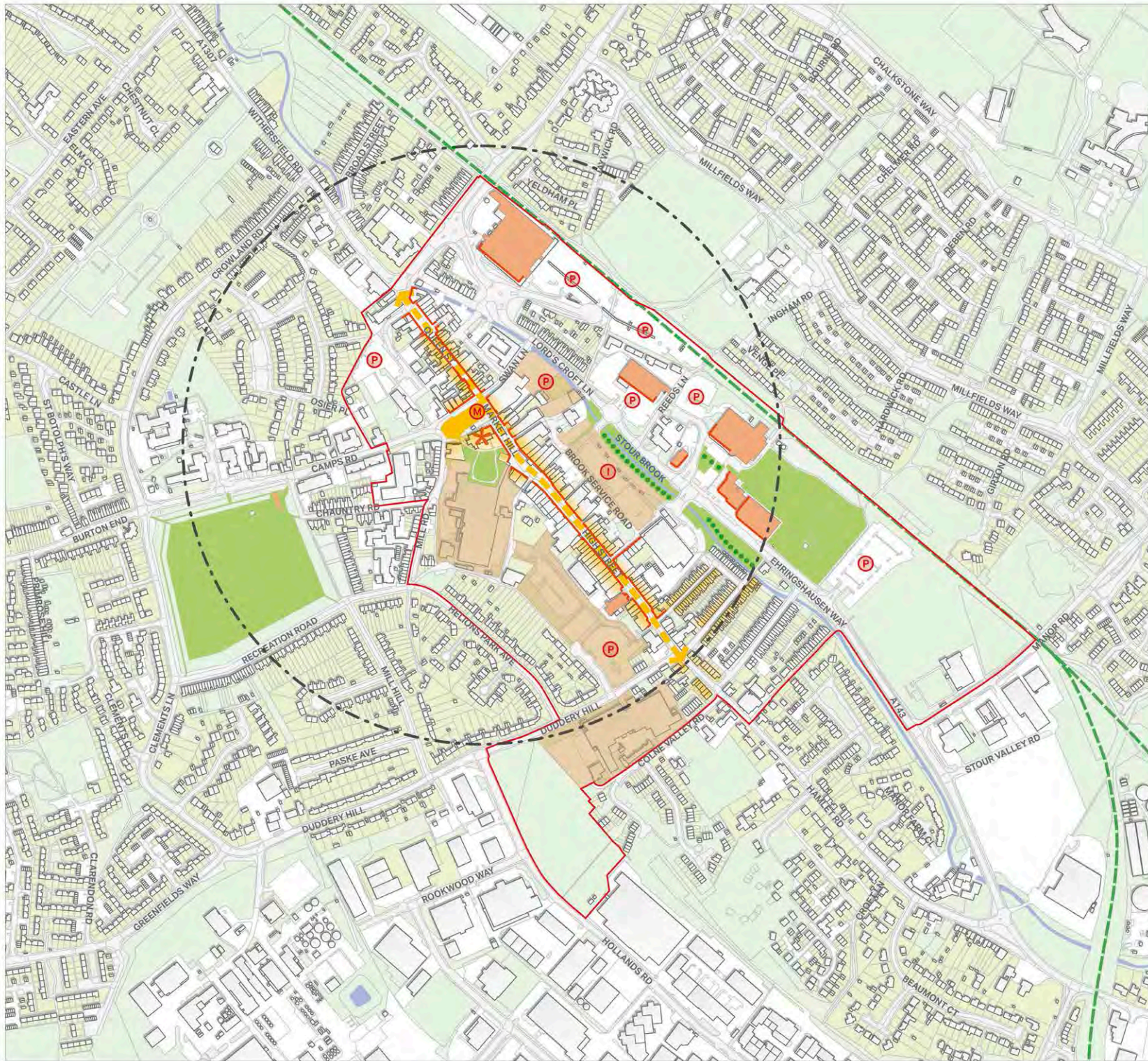
Providing more services and facilities for older people as well as other sections of the community.

#### Theme 10: **RESPONSIBILITY**

Instilling community and civic pride in Haverhill through good design and effective town centre management

*Plan opposite:  
Town Centre Strengths*





- SITE BOUNDARY
- Ⓜ CENTRALLY LOCATED AND ACCESSIBLE BUS INTERCHANGE
- ATTRACTIVE GREEN SPACES AND MATURE TREES
- - - MEDIEVAL HIGH STREET AND MARKET SQUARE PROVIDE TRADITIONAL TOWN CENTRE FOCUS
- ┌┐└└ ACTIVE AND MIXED USE FRONTAGES LINE THE HIGH STREET
- ✱ CHURCH PROVIDES A DISTINCTIVE LOCAL LANDMARK
- ▭ STRONG LEISURE, RECREATION AND RETAIL OFFER ADJOINING THE HIGH STREET
- WALKABLE TOWN CENTRE WITH RESIDENTIAL NEIGHBOURHOODS CLOSE BY
- ▭ AREAS OF ATTRACTIVE TOWNSCAPE FRONTING HIGH STREET
- ▭ SIGNIFICANT MIXED USE DEVELOPMENT OPPORTUNITIES ALREADY IDENTIFIED
- Ⓟ PLENTIFUL CAR PARKING AVAILABLE
- Ⓜ POPULAR MARKET IS AN IMPORTANT ATTRACTOR
- - - LEISURE ROUTE

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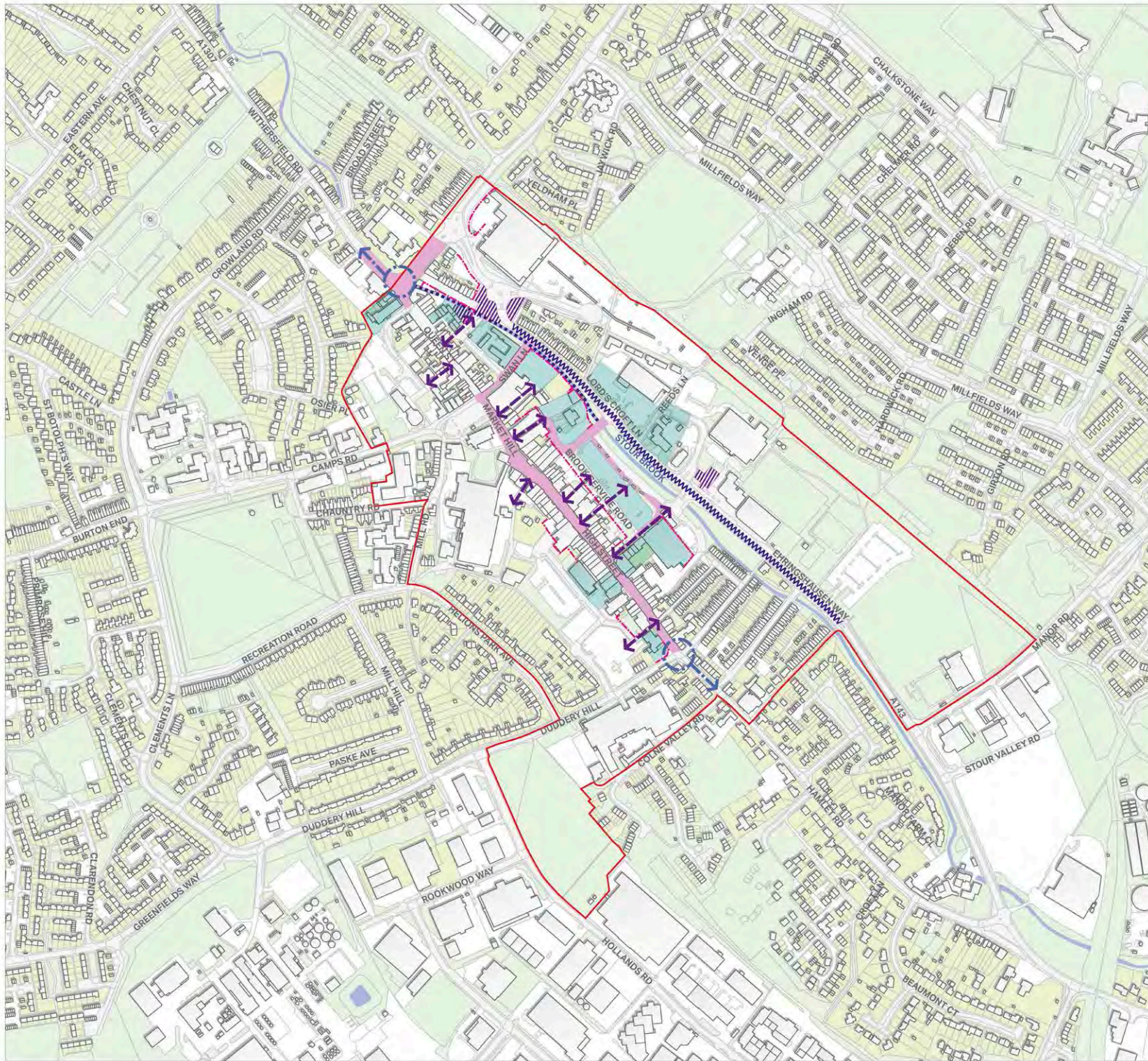
## Haverhill Masterplan Strengths



### About the Draft Masterplan

- 1.20 The draft town centre Masterplan is structured around four main sections, in addition to this initial introduction:
- **Section 2** sets out the masterplan strategy for the town centre introducing four interlinking element comprising Mixed-Use Quarters, Development Opportunities, Public Realm Opportunities and overarching masterplan design principles.
  - **Section 3** provides detail on six principal Development Opportunities for delivering a mix of uses in the town centre.
  - **Section 4** sets out a strategy for moving around the town centre and includes six public realm opportunities that will support the masterplan.
  - **Section 5** provides a delivery strategy for the masterplan, setting out the likely timescale of projects in the town centre.
- 1.21 The draft masterplan will be subject to a further period of engagement and consultation before being finalised for delivery by ONE Haverhill working with the Borough Council and other stakeholders.

*Plan opposite:  
Town Centre Weaknesses*



-  SITE BOUNDARY
-  POORLY USED AND DEFINED OPEN SPACES HAVE NO CLEAR ROLE OR FUNCTION
-  PUBLIC REALM IS TIRED IN PLACES AND INCONSISTENT ACROSS THE TOWN CENTRE
-  OPEN SERVICE YARDS AND REAR ELEVATIONS GIVE POOR IMPRESSION OF THE TOWN CENTRE
-  APPROACHES AND GATEWAY SPACES DO NOT SIGNAL ARRIVAL INTO THE TOWN CENTRE - HIGH STREET IS LESS 'VISIBLE' AS A RESULT
-  WEAK AND FRAGMENTED AREAS OF TOWNSCAPE DETRACT FROM OVERALL CHARACTER
-  WALKWAYS AND ALLEYS ARE NOT FULLY USED AND EXPLOITED AND BLANK ELEVATIONS TO SOME STREETS AND ALLEYS DISCOURAGE WALKING MAKING TOWN CENTRE FEEL LESS ACCESSIBLE THAN IT IS
-  EHRINGSHAUSEN WAY HAS AN ENGINEERED CHARACTER WITH LIMITED FORMAL CROSSING POINTS
-  STOUR BROOK NOT ALWAYS POSITIVELY CELEBRATED

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## Haverhill Masterplan Weaknesses



## 2.0 THE MASTERPLAN STRATEGY

### Four Interlinked Elements

- 2.1 It is important to provide a clear structure for Haverhill town centre. This helps to provide a basis for implementing the identified objectives for the town centre, **articulated through the Haverhill 2031 Vision**, by guiding and targeting development opportunities and projects.
- 2.2 In order to achieve this, the masterplan strategy focuses on four interlinked elements which are summarised below and described in more detail on the following pages:

**One: Identification of distinct mixed-use quarters, each with its own character and identity, which together make up the town centre.** The purpose of identifying **different quarters** is to make the various parts of the town centre more memorable, reinforcing the identity of the town centre as a whole, and helping to ensure that there are a better range of joined-up destinations available for residents, workers, visitors and investors. The quarters are focused around the five mixed use brown-field sites identified through **policy HV7** of the Haverhill Vision 2031.








**Two: Development Opportunities are identified across the town centre within which a flexible mix of uses can be accommodated.** Six development opportunities are identified within the masterplan. The structure of quarters will help to guide the location and layout of **new development** in the town centre making sure that potential opportunities can be progressed in a co-ordinated way which brings maximum benefit to Haverhill.

**Three: An enhanced Public Realm, reinforcing the role, function and character of existing streets and spaces as well as proposing new ones.** Proposals for enhanced **pedestrian friendly streets and pathways** form an important part of the masterplan, designed to ensure ease of mobility for everyone and maximising accessibility around the town centre area. This includes identifying the key approaches, improvements to the bus interchange, and linking destinations together the 'walkability' of the town centre.

**Four: Overarching Design Principles that will guide development and enhance the quality, character and appearance of Haverhill.** Proposals within the masterplan will be assessed against **overarching design principles**, against which development opportunities will be assessed. These are complemented by objectives for the design and layout of the public realm, produced to ensure it is useable, safe and convenient.


*Plan opposite:  
Masterplan Strategy*



-  MIXED USE QUARTERS
-  DEVELOPMENT OPPORTUNITIES
-  PUBLIC REALM OPPORTUNITIES
-  TOWN CENTRE APPROACHES
-  RAILWAY WALK
-  STOUR BROOK CORRIDOR
-  MASTERPLAN STUDY AREA

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**Haverhill Master Plan**  
**Proposed Masterplan Structure**



### Mixed-use Quarters

- 2.3 In order to help enhance the identity of the town centre the masterplan defines four distinct but overlapping mixed-use quarters. The quarters are defined in part by the established character of different parts of the town centre but also by the potential to redefine or enhance that character. They also provide a framework within which to bring forward new development and focus enhancements to the public realm.
- 2.4 The four Quarters comprise the following, with key features and proposals for each described on the following pages:
- *Southside;*
  - *The 21<sup>st</sup> Century Market Place;*
  - *Commercial and Leisure Heart; and*
  - *Queen Street Quarter.*
- 2.5 The Quarters are deliberately mixed-use in character, and is a policy requirement of Haverhill 2031 Vision (policy HV7 refers). This is because town centres need to include a varied and diverse mix of uses in order to maintain vitality and viability.
- 2.6 Diversity is particularly important in terms of changing patterns of retailing. In addition to shops, town centres must provide other services and facilities including leisure opportunities, cafes, bars and restaurants, space for small businesses, cultural uses and housing. The latter enables choice for those who may want to live within close distance of the facilities and workplaces within the town centre.

**Southside: Town Centre Living**

2.7 Defining the southern edge of the town centre Southside will accommodate modern, high quality living, appealing to a range of occupiers across a mix of tenures. Using precedent examples from within Haverhill, Southside will establish a modern interpretation of the weaver's terraces that exist along Duddery Road, Eden Road and Waveney Terrace.

2.8 Objectives for Southside will include:

1. **Redevelopment of the former Wisdom Factory on Duddery Hill for a mix of residential and business uses, with potential for further education use, if required, on part of the site.**
2. **Retention and re-use of the Victorian factory building fronting onto Colne Valley Road.**
3. **Provision of new pedestrian and cycle linkages through the factory site to connect with the railway walk through to Duddery Hill and the town centre.**
4. **Retain existing and provide new tree planting to Duddery Hill.**
5. **Redevelop part of the Old Town Hall car park adjoining Duddery Hill and Hellions Walk to better define the corner through new frontage development.**
6. **Establish a town centre gateway at the junction of Hamlet Road and the High Street to signal arrival into the town centre.**

**The 21<sup>st</sup> Century Market Place**

2.9 Focused on the area around the Market Place, Market Hill, the St Mary's church and Chantry Mill the 21<sup>st</sup> Century Market Place is the historic heart of the town centre. Opportunities to enhance the area, making it more attractive and accessible through improvements to the public realm, and introducing new business uses through the refurbishment of the Mill will make the area more vibrant.

2.10 Objectives for the Quarter will include:

1. **Refurbishment and re-use of the listed Chantry Mill site for a mix of uses including business and employment opportunities.**
2. **Enhancement of the gardens between the Mill and the church.**
3. **Improvements to Swan Lane re-introducing two way traffic to enhance accessibility within the town centre.**
4. **New paving and public realm works to Market Hill to make it more attractive, establish a more cohesive design character with the Market Place, and improve access to the weekly market.**
5. **Enhancements to Camps Road to improve the pedestrian environment on an important approach into the town centre and enhance links to the recreation ground.**
6. **Explore opportunities to redevelop the telephone exchange, removing an unattractive building and replacing it with a more attractive built form addressing Camps Road and Chantry Road.**

**Commercial and Leisure Heart**

- 2.11 The largest quarter in the town centre represents a substantial opportunity for enhancement. The Commercial and Leisure Heart encompasses the High Street, Jubilee Walk, the bus interchange, the Stour Brook, Brook Service Road and Ehringshausen Way.
- 2.12 Here a substantial new retail-led development will be accommodated on part of the existing Brook Service Road car park providing opportunities for new shops, cafes and restaurants to complement the existing offer on the High Street and around the cinema. There will also be opportunities to consider hotel and residential uses above the retail space.
- 2.13 Enhanced public spaces will be provided along Jubilee Walk improving connections between the High Street and the cinema. In addition enhancements to Crown Passage will make it more attractive. In addition new passenger waiting facilities, including new public lavatories, will improve the bus interchange.
- 2.14 Finally, refurbishment of the public realm along the High Street will make it more attractive, improving access for pedestrians and reducing vehicle speeds outside the pedestrian only hours.

2.15 Objectives for the Commercial and Leisure Heart will include:

- 1. Provision of a mix of new retail, café and restaurant uses on the site of the former coop and part of the Brook Service Road car park.**
- 2. Enhancing Jubilee Walk creating a new public space and linking across Ehringshausen Way to the cinema.**
- 3. Retaining the existing horse chestnut tree in Jubilee Walk and introducing new tree planting.**
- 4. Improving the environmental quality and attractiveness of pedestrian walkways to the High Street including Crown Passage, Jubilee Walk, and the alleyway adjoining Barclays Bank.**
- 5. Creating a 'town garden' around the Stour Brook.**
- 6. Providing upper floor uses above the proposed new retail that could include apartments and a hotel.**
- 7. Introducing enhanced passenger facilities and pedestrian connections to the bus interchange.**
- 8. Rationalising car parking at Brook Service Road retaining short stay provision and service access to the rear of premises on the High Street.**
- 9. Enhancing the appearance of the High Street through new paving and public realm improvements making it more attractive for pedestrians whilst retaining essential service and blue badge access.**
- 10. Providing new uses and development that fronts onto the Stour Brook, and introducing new tree planting.**



**Queen Street Quarter**

- 2.16 The Queen Street quarter is focused around Queen Street, Swan Lane, Murton Slade, and the Wrating Road junction. Here the existing character of the area, which is defined in particular by the vibrant mix of independent retailers, services, cafes and business uses together with small scale residential uses, will be retained and enhanced.
- 2.17 This will be achieved through small scale interventions, working with landowners to introduce infill development to improve the range of premises available, targeting enhancements to pedestrian walkways across the area improving paving and lighting, and retaining car parking at Lower Downs Slade.
- 2.18 The approach into the town centre from the north along Withersfield Road will also be improved with enhancements to pedestrian crossings, new paving, and the potential for a gateway marker to be introduced at the junction with Queen Street.
- 2.19 Objectives for the Queen Street Quarter will include:
1. *Making alleyways and pedestrian routes more attractive, particularly between Lower Downs Slade and The Pightle.*
  2. *Considering opportunities for new infill development and redevelopment to improve the mix and range of uses.*
  3. *Work with landowners to improve and enhance the appearance of the area.*
  4. *Introduce enhancements along the approaches to Queen Street including the gateway at the junction with Withersfield Lane.*
  5. *Enhance Swan Lane and the area around the junction with Lords Croft Lane to improve accessibility.*
  6. *Explore options for redevelopment or re-use of the police station should it become vacated during the masterplan period.*

### Development Opportunities: Accommodating Change

2.20 A number of key Development Opportunities are identified within each of the town centre quarters. The purpose of the Development Opportunities is to assist in the delivery of the masterplan, accommodating change and reinforcing the vitality and viability of the town centre.

2.21 The Development Opportunities also help to strengthen the identity and character of different locations within the town centre, introducing a mix of new uses with the aim of helping define the emerging quarters. Together with a number of public realm opportunities, set out in the next section of the masterplan, the Development Opportunities provide the basis for projects that can be shaped and delivered within the town centre.

2.22 The Development Opportunities, which are described in detail in **section 3** of the masterplan, comprise:

**One: Former Wisdom Factory, Duddery Hill.** A mix of new places to live, and commercial business units on the site of the former factory.

**Two: Chantry Mill.** Restoration of the listed Chantry Mill to provide a mix of small scale business and commercial premises including opportunities for new infill development.

**Three: Jubilee Place.** A substantial new retail-led development focused on the area around Jubilee Walks and the Brook Service Road car park, including the former Coop.

**Four: Stour Brook View.** An important series of small sites along the Stour Brook that will introduce a mix of places to live and commercial spaces address the Stour Brook.

**Five: Town Hall Corner.** Reinforcing the built form character of the junction between Duddery Hill and Helions Walk and retaining a substantial parking area.

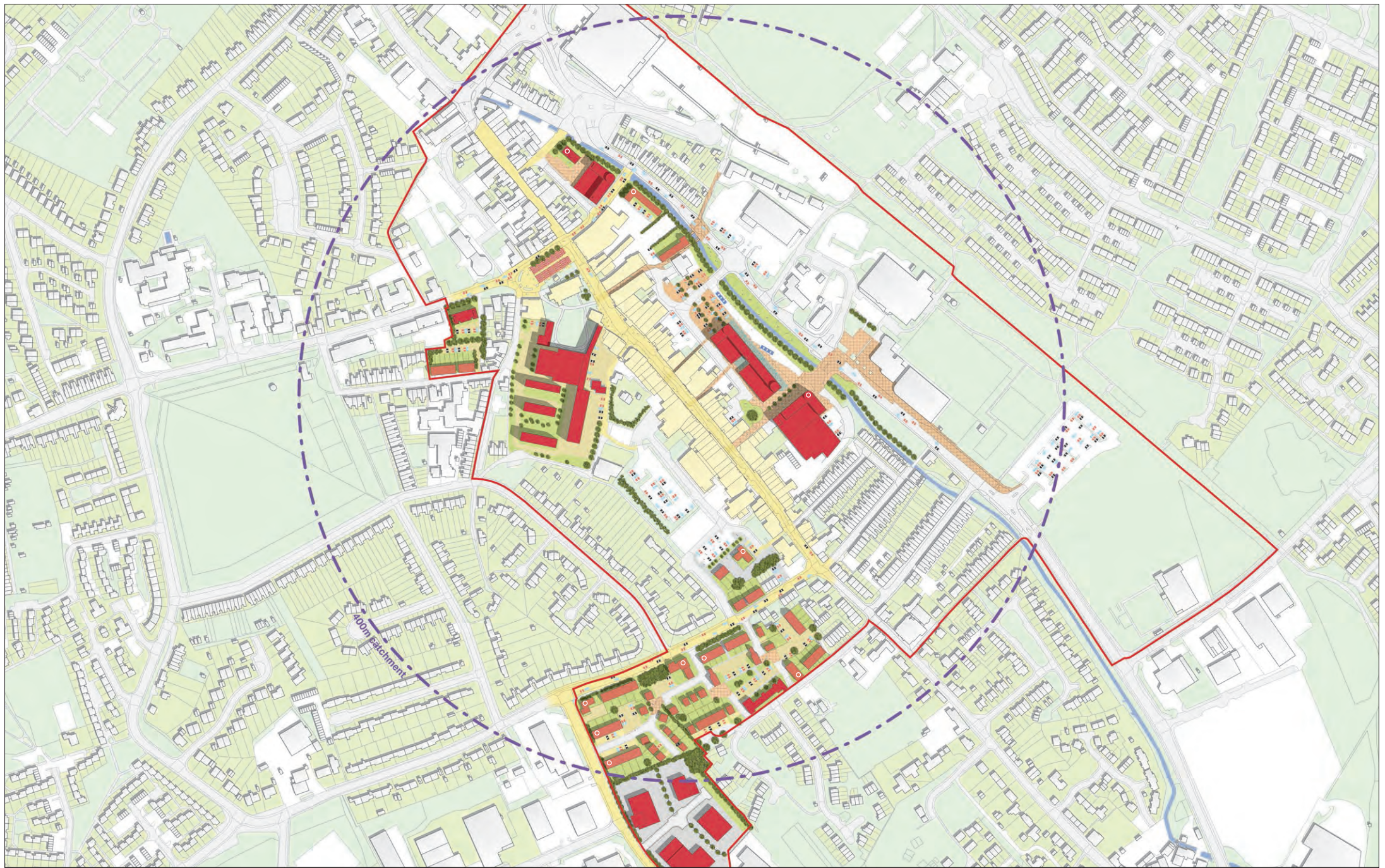
**Six: Telephone Exchange.** Considering options for the redevelopment of the telephone exchange to establish a more attractive building.

### A Flexible Framework

2.23 It is important to recognise that the masterplan is a flexible document, and is not a blue-print for the town centre. Although the masterplan identifies six key opportunities, the dynamic nature of town centres will mean that other opportunities will come forward in Haverhill during the lifetime of the document.

2.24 These proposals will be assessed on their own merits, having regard to the design principles set out within this document, the contribution they make to the vitality and viability of the town centre as a whole, and the policies contained within the Haverhill Vision 2031.

*Plan opposite:  
The Town Centre Masterplan*



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# Haverhill Master Plan

## Master Plan



### The Public Realm: Getting Around the Town Centre

- 2.25 The public realm comprises the streets, footpaths and open spaces of Haverhill town centre which are contained by buildings and other structures. The design, quality and appearance of the public realm is an important component in defining the character of a place. It is also influences and shapes people's perceptions of place: well designed and cared for places are always more attractive than tired, run-down areas.
- 2.26 The public realm also has an important role to play in linking together the town centre both visually and physically, helping to make it easy for pedestrians to move around and visually distinguishing the wider town centre as well as more specific locations within it through the use of surface materials, street furniture and tree planting.
- 2.27 Movement through and around Haverhill town centre should ensure that the relationship between vehicular traffic, pedestrians, and cyclists maximises accessibility for all users. Haverhill already benefits from a compact and walkable town centre, and the masterplan aims to make the town centre even more attractive for the people that use it. This accords with the policy direction for travel within and around Haverhill that is established by the Suffolk Local Transport Plan 2011-2013, and the Haverhill 2031 Vision.
- 2.28 A network of connected streets and walkways will be enhanced which are appropriate in scale and design to a town centre environment. The town centre must be designed to ensure that people can walk easily and conveniently to where they need to be without being obliged to detour in order to cross busy, traffic dominated roads so increasing the 'walkability' of the town centre.
- 2.29 Streets and walkways should be well lit with surfacing materials that unobtrusively guide pedestrians and cyclists, signalling changes in movement or priority, through texture, tone and pattern. There must also be attractive and convenient pedestrian and cycle links between the town centre quarters and to the surrounding residential areas enhancing the accessibility of the town centre.
- 2.30 The quality of the streets and spaces is, in part, related to whether buildings are able to address them in a positive way. Blank elevations create monotonous and hostile environments, "no go" places that can feel unsafe. By establishing a network of building frontages which are animated and active, the character of the street or space is enhanced (see **Development Opportunities in section 3**).
- 2.31 Finally, enhancing the accessibility and usability of public transport in the town centre is also an important factor. The masterplan includes proposals for enhancing the bus interchange. .
- 2.32 Six key public realm projects are identified. They are described in more detail in **section 4** of the masterplan and comprise:
- **Queen Street**
  - **Market Place and Market Hill**
  - **High Street**
  - **Town Square, including the Bus Interchange**
  - **Stour Brook**
  - **Town Centre Approaches**

### Masterplan Design Principles: Ensuring Quality

- 2.33 In order to ensure that the overall quality of development in the masterplan area is well detailed and of a consistently high quality, **six overarching design principles** are set out on the following pages. The principles offer broad guidance on a range of matters and should be considered as part of the design process of new development.
- One. Promoting a strong built form and contemporary architecture***
- 2.34 There is considerable scope for new buildings to provide high quality, contemporary additions to the existing built form of the masterplan area, adding greatly to its attractiveness and character. This will help to 'stitch' together the relatively fragmented urban form that currently exists within parts of the town centre, particularly around the Brook Service Road car park, and to create a pattern of well-defined frontage development.
- 2.35 The aim is to promote progressive design and architecture, ensuring that new development is of the highest quality and very much 'of its time'.
- 2.36 Key building elevations and frontages should be designed so that there is a clear and identifiable 'bottom', 'middle' and 'top', adding visual interest. The bottom of the building should meet the ground and enliven adjoining streets and spaces through the positioning of doors and windows. A higher frequency of entrances creates a busier street. This will be particularly important along Jubilee Walk and the area around the Brook Service Road.
- 2.37 The middle section of the building should give clues to its function. This can be achieved through the design and detailing of fenestration and the use of balconies and upper floor terraces. This also provides opportunities for the street to be overlooked, thus increasing passive surveillance within the town centre improving safety.
- 2.38 The top of the building must also be carefully considered. An interesting and dynamic roofscape adds visual interest. Ventilation arrangements, air conditioning, lighting, and servicing equipment must be carefully designed and integrated into the overall structure of the building and should be masked from public view points.
- 2.39 Landmark buildings can help signal important locations in the town centre, such as the corners of junctions between main streets, or key public spaces, and they emphasise the role or status that a particular building has within the town. Landmark buildings are not necessarily tall buildings but include those of special architectural quality and character, those that have distinctive and memorable features (clocks, statuary, etc.) or house special and unique uses. The Haverhill Arts Centre, and St Mary's church are both examples of landmarks in the town centre.
- 2.40 The pattern of different building heights and the location of landmarks play a significant role in helping people to understand the town centre, making it easier to locate important places, making the town 'legible'. New development proposals must reinforce this pattern, adding to the character, identity and legibility of the town centre as a whole. The masterplan identifies locations where landmark buildings will be appropriate and where particular features and corners should be emphasised through the design of the building.

**Two. Designing for a mixed use environment**

- 2.41 A mix of uses will be encouraged across the masterplan area. Different uses will help to ensure that the spread of activity taking place within the town centre is extended to different times of the day or night. New, higher density residential development within the town centre will also provide a new local population that can help to support existing services and facilities. This will be focused around the southern part of the town centre, including the former Wisdom factory, as well as part of other development opportunities.
- 2.42 In addition, the introduction of a wider mix of uses into the town centre has the benefit of informally 'policing' the area during the evenings and periods where shops and other businesses are closed. Increasing the actual and perceived surveillance of the town centre can play a role in crime prevention and reducing the fear of crime.
- 2.43 In considering the mix of uses within a building, particularly in terms of residential development, particular attention must be given to the amenity of future occupiers by ensuring issues of noise transmission and vibration, smell and light pollution are all adequately addressed. Care will need to be taken in the siting of extraction equipment and external lighting sources for example, and apartments and town houses will need to be designed to minimise noise and disturbance from adjoining uses through sound insulation measures.

**Three: Accommodating servicing access, cars and bicycles**

- 2.44 The location, design and layout of car parking must ensure that it is both safe and useable but that it does not become a dominant or intrusive element within the town centre. Car parks must be attractively laid out, well lit and safe – first impressions are very important and many visitors will be strongly influenced by the quality of parking facilities in the town centre.
- 2.45 In terms of numbers, the overall balance of parking provision should be maintained within the town centre, particularly where existing areas of car parking are proposed for redevelopment. This will be subject to a strategic review of overall car parking provision within the town centre to be undertaken by the Borough Council.
- 2.46 Parking must be secure, well lit and overlooked by adjoining development. Servicing areas should be distinct from areas of car parking. The use of close-boarded fences should be avoided in favour of using brick walls to establish safe and attractive courtyard environments.
- 2.47 Secure and useable cycle parking and storage facilities must be incorporated into new development schemes as part of the built structure, ensuring that facilities are safe to use, and that entrance points are well overlooked. Public cycle parking stands must be incorporated into the design of the public realm in key locations across masterplan area, particularly adjoining the bus interchange and within other parking areas.

2.48 Servicing yards and access points must be unobtrusively accommodated. This can be achieved through the careful design of servicing yards within the centre of development blocks in order that they remain hidden from view. Access points must be discretely located in places where there is minimum conflict with key pedestrian routes. When not in use, they should be gated to provide a continuous frontage within the streetscene and to shield the yard from view.

**Four: Getting materials and detailing right**

2.49 A palette of high quality materials will help to firmly establish the character and identity of the masterplan area, both in respect of the public realm and the built form of buildings and structures.

2.50 High quality materials that are unique to the town centre, or emphasise a particular location within it, must be utilised. This will help to build upon the existing character of Haverhill and should also introduce colour and texture, enriching the perception and appreciation of the place.

2.51 In the masterplan area, a restrained palette of materials should be specified, including buff and red brick, clay roof tiles, and more modern material including steel and glass as used at the cinema complex on Ehringshausen Way. The image of place will be reinforced by built form, construction materials, decorative detailing, such as towers or balconies, public art and even basic features such as windows and doorways. These features will also assist in making the area legible, familiar and distinctive. As a result, particular attention must be paid to the design and detailing of new development.

2.52 Bin and recycling storage facilities are important details that are often overlooked in new development resulting in impractical and unsightly bin and recycling storage enclosures. Particular regard must be given to design of these features with storage provided within the building envelope, or as an integral structure designed and specified as part of the building. Adequate design and provision for commercial premises and apartments will be a particularly important consideration. All bin and recycling storage areas must be accessible to refuse vehicles.

**Five: Building in Sustainability**

- 2.53 Ensuring that development proposals within the town centre have appropriate regard to sustainable design and resource efficiency will be an important consideration. Town centre locations, because of the mix of uses available, walkable catchment, and opportunities for linked trips are inherently sustainable locations because they can reduce the need to travel.
- 2.54 The masterplan approach to the public realm and moving around the town centre, set out in **section 4** of the masterplan, is predicated on enhancing opportunities for walking and cycling, as well as improving the bus interchange. The Development Opportunities set out in **section 3** of the masterplan promote a flexible mix of uses across the town centre.
- 2.55 Within the masterplan area opportunities to incorporate green or 'living' roofs into the development should be explored as well as opportunities for the installation of solar water heating panels and photo voltaic cells. These should be sited unobtrusively particularly within conservation areas.
- 2.56 In addition opportunities to ensure that water efficiency measures are incorporated into new development. This could include a sustainable drainage approach to surface water management for example. These important measures can contribute towards enhancing the sustainable development performance of the town centre.
- 2.57 Issues on sustainability and climate change are explored in greater detail within the Haverhill 2031 Vision, (**policy HV13** refers).

**Six: A Public realm that is attractive and useable**

- 2.58 In order that Haverhill has a public realm of the highest quality seven objectives will underpin the design approach to projects and proposals within the town centre:
1. **Restore street character.** The character of a town's streets plays a large part in people's understanding of and identification with a particular place. Where streets have become downgraded through insensitive development and poor surface materials, or broken apart with left over land and interrupted frontages then a negative impression is given. It is therefore important to restore street character with good quality frontage development and hard and soft landscape treatments.
  2. **Manage vehicular access.** Vehicles access and speeds should be controlled in order to enhance pedestrian comfort and safety. This will be achieved through careful design interventions, allowing essential access particularly for blue badge parking and deliveries, whilst discouraging rat-running. Vehicular access during the evening can contribute to a livelier night time economy through maximising town centre accessibility.
  3. **Simplify layout and eliminate street clutter.** A clutter of signs, bollards, servicing boxes, lampposts and pedestrian barriers not only undermines the quality and attractiveness of the public realm but can also act as a confusing barrier to people wishing to access the town centre. In addition, overly complex design and layout of spaces can also lead to clutter and confusion. Design simplicity must therefore be an important consideration. The removal of unnecessary elements and the co-ordination of signage and street furniture is an important aim. This must include reviewing the effectiveness of waymarking across the town centre.



4. **Pedestrian crossing points that reflect pedestrian desire lines:** all too often pedestrians are forced to cross streets and public spaces via the least direct route. A basic principle in the design and layout of all crossings and public spaces should be following the lines that people want to take, not forcing alternatives that then have to be guarded using safety barriers which also contribute to street clutter. This will be particularly important for pedestrian cross-routes around the town centre linking together existing walkways, Crown Passage and Jubilee Walk for example, and crossing principal routes including Ehringshausen Way.
5. **Increase tree planting:** Tree planting complements the public realm providing visual delight, increased biodiversity, and shade. . At present tree planting is relatively limited within the town centre – there are notable specimen Horse Chestnut trees at Jubilee Walk and the Old Town Hall car park; newly introduced pleached limes as well as ornamental flowering cherry at the church; willows along the Stour Brook; and a stand of Elms at Jubilee Plaza. Further opportunities for trees planting in these and other locations will be encouraged through the masterplan to help emphasise the identity of different parts of the town centre.
6. **High quality materials with simple detailing:** robust, low maintenance and timeless design must be a key component of any public realm works. A co-ordinated but limited palette of surface materials, such as stone and brick pavements, will provide a strong setting for development. It will also help to give image and identity to the whole town centre area unifying its appearance and character. The specification of street furniture components such as lamp stands, bus shelters, litter bins and seating, must also add to the overall identity, quality and character of the town centre.
7. **Animating the public realm:** Activity is one of the key generators of life and vibrancy within any town centre. Activity may take place within the streets, squares and open spaces that make up the public realm or within buildings and covered places. Where there is an interface between the two an active edge is formed such as a street café, bar or restaurant, a shop window, or a busy doorway or entrance point.

Haverhill town centre already benefits from a good range of different activity generators such as shopping, employment, leisure, transport interchange, and some housing. The Arts Centre and the market also provide strong attractors that are special to Haverhill.

Enhancing and extending the range of uses increases the amount of activity that takes place and the hours during which it takes place. The masterplan identifies development opportunity where a mix of different uses and activities could be introduced.

It will be also important to identify other opportunities to animate the public realm at various times of the day and night, and also provide options for different sections of the community to come and enjoy spending time in Haverhill. This could include additional speciality markets, festivals and open air performances.

### 3.0 DEVELOPMENT OPPORTUNITIES

#### Six key opportunities

3.1 In this section of the masterplan guidance is given on the six key Development Opportunities that have been identified within the town centre. The guidance aims to establish a strong framework within which development proposals can be shaped and ultimately assessed.

3.2 The masterplan is not intended to provide detailed advice on building designs, rather a basis from which proposals can be drawn up by landowners and development partners over the 2031 timescale of the document.

3.3 The guidance will also be important in giving certainty to the development industry over what is expected within the town centre, and will also help to deliver the aspirations for Haverhill as set out in the Vision 2031.

3.4 In describing the Development Opportunities reference is made to the following:

**Development Aspirations:** this sets out the rationale, form and type of development that could be brought forward on the site.

**Mix of Uses:** indicates the mix of different town centre uses that could be accommodated flexibly on the site.

**Access Points and Entrances:** provides guidance on the main points of pedestrian and vehicular access to the site.

**Key Building Elevations and Active Edges:** sets out where the most important and prominent building elevations should be located, and the main active edges which will accommodate principal entrances, shop windows and café and restaurant seating areas.

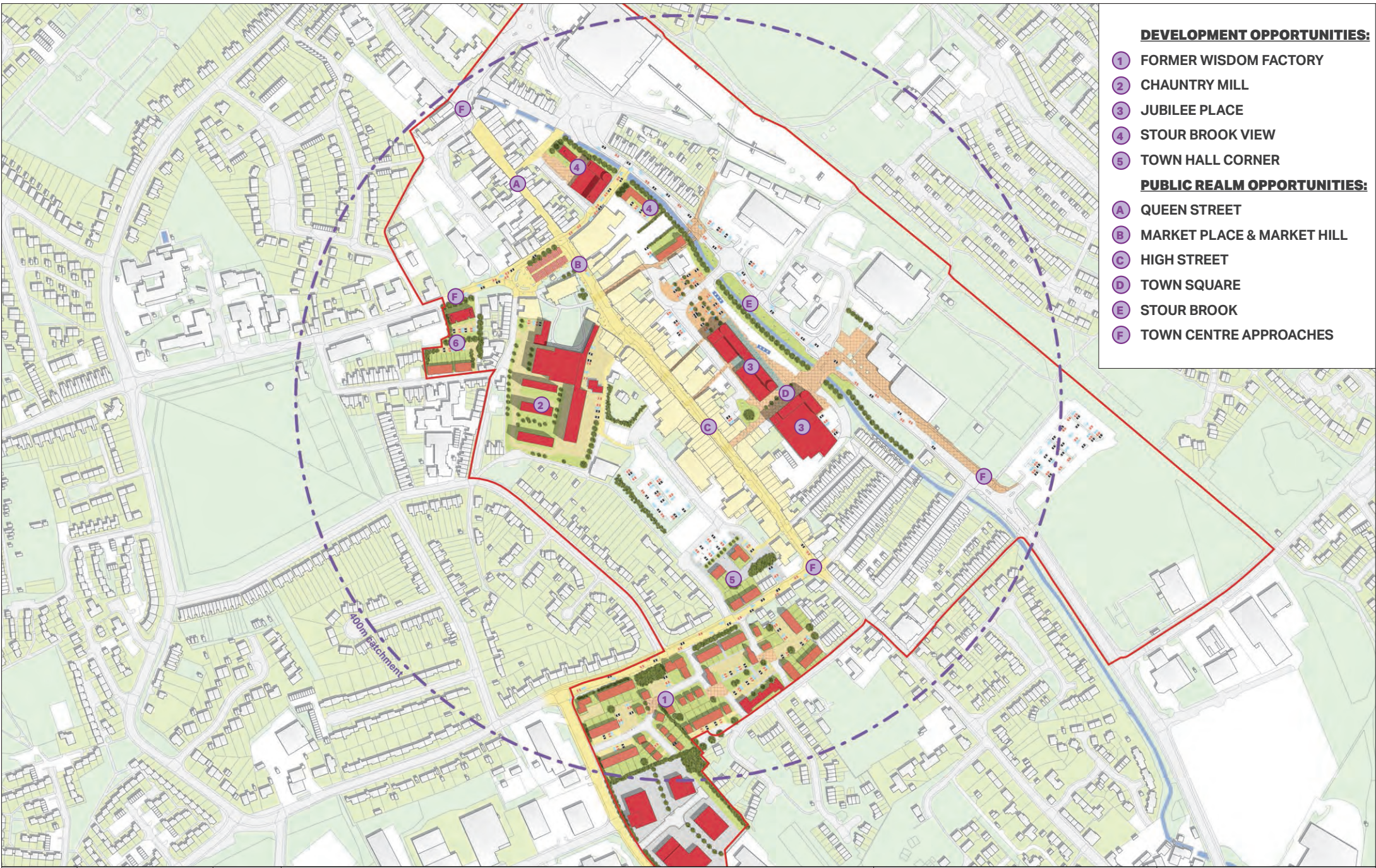
**Storey Heights:** guidance on the height of buildings proposed on the site having regard to prevailing heights in the immediate location and where particular prominence should be given to a particular location or town centre use.

**Important Corners:** important corners will be emphasised through the design of the built form, through either height or other detailing. They will typically be located on prominent junctions close to busy streets and pedestrian routes, giving prominence to important places.

**Parking and Servicing:** indicates where and how parking provision should be made, where it is accessed from, and how the site is serviced e.g. deliveries etc.

**Implementation Issues:** sets out particular *known* issues of relevance to bringing the site forward for development e.g. existing site features to be retained, land ownership etc.

*Plan Opposite:  
Masterplan Development and Public Realm Opportunities*



**DEVELOPMENT OPPORTUNITIES:**


- 1 FORMER WISDOM FACTORY
- 2 CHAUNTRY MILL
- 3 JUBILEE PLACE
- 4 STOUR BROOK VIEW
- 5 TOWN HALL CORNER

**PUBLIC REALM OPPORTUNITIES:**

- A QUEEN STREET
- B MARKET PLACE & MARKET HILL
- C HIGH STREET
- D TOWN SQUARE
- E STOUR BROOK
- F TOWN CENTRE APPROACHES

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**HAVERHILL MASTER PLAN**  
**Development Opportunities & Public Realm Opportunities**



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**One. Former Wisdom Factory, Duddery Hill**

- 3.5 The site of the former Wisdom Factory is prominently located between Duddery Hill, Colne Valley Road, and Hollands Road. At present the main part of the site is occupied by a number of vacant factory and storage buildings together with associated parking areas and service yards.
- 3.6 The principal vehicular access into the site is from Colne Valley Road, with a secondary access onto Duddery Hill. There is a good row of trees adjoining Duddery Hill which contribute to the character of the area.
- 3.7 In architectural terms the site mainly comprises utilitarian factory and warehouse buildings. However, there is an attractive Victorian red brick building fronting onto Colne Valley Road, partly in residential use.
- 3.8 The site also comprises an area of privately owned allotments gardens and open space associated with the factory operation.
- Development Aspirations**
- 3.9 In order to reinforce the emerging character and identity of the Southside Quarter the site has significant potential for residential redevelopment. A mix of high quality homes could be accommodated within the site appealing to residents who would like to live close to the town centre.
- 3.10 The development should provide a contemporary interpretation of the existing terraced houses located in Duddery Road, Eden Road and Waverney Terrace establishing an 'urban village' character.
- 3.11 Important existing features of the site would be retained, including the tree planting along Duddery Hill, and the Victorian factory building adjoining Colne Valley Road. This could be converted to residential use in the form of apartments. Development at Colne Valley Road was laid out to preserve the setting of the building which, although not listed, forms part of the industrial heritage of Haverhill.
- 3.12 A second phase of development could be brought forward on the private open space adjoining Holland Road. A mix of uses here could include housing as well as small business and industrial units.
- 3.13 New pedestrian and cycle routes would be provided through the site, improving access between the town centre and the railway walk which is located to the south of the site off Fennels Close.
- 3.14 Key design and development considerations will comprise:
- Mix of Uses:** primarily residential providing a mix of different sizes across a range of tenures. This will include some apartments, smaller terraced houses, as well as larger semi-detached and detached houses. Opportunities for small light industrial and office premises will be explored as part of a second potential phase of development adjoining Holland Road, to include space for further education provision if required.
- Access Points and Entrances:** vehicular access will be retained from Colne Valley View and Duddery Hill. Access will also be established from Holland Road to serve the potential second phase of development. Pedestrian and cycle routes will be established through the development.



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**Haverhill Master Plan**  
**Illustrative Perspective of Development Site One:**  
**Former Wisdom Factory Duddery Hill**



**Key Building Elevations:** these will be established to all principal roads and pedestrian route through and around the site, particularly Colne Valley Road, Duddery Hill, and Holland Road. Development will be laid out to establish clear blocks of development distinguishing between the public fronts of buildings and more private rear garden areas.

**Storey Heights:** development proposals must reflect the prevailing height of surrounding areas, with predominantly two storey houses. As at Waverney Terrace some three storey development will also be appropriate particularly adjoining Duddery Hill, Colne Valley Road and Holland Road.

**Important Corners:** important corners will be provided to emphasis the junction between Duddery Hill and Holland Road, and also the main points of vehicular access to establish clear gateways into the site.

**Parking and Servicing:** parking will be provided across the site in the form of on-plot and small landscaped courtyards. Small groups of on-street parking will also add to the overall mix. Parking provision should reflect the proximity of the site to the town centre whilst still providing adequate spaces for future residents. Provision for cycle storage, refuse and recycling bins should be integrated into the built envelope of the buildings.

**Implementation Issues:** The site is within private ownership. It should be brought forward as part of a comprehensive scheme, potentially in two phases. Phase one will focus on the area occupied by the factory buildings. Phase two should focus on the remainder of the site.

There is an electricity substation located off Duddery Hill which will need to be taken into account as part of the design and layout of the site.

The Victorian factory buildings fronting Colne Valley View are an attractive asset and must be retained and reused.

The trees and planting lining Duddery Hill make an important contribution to the character of the area and should be retained.

A site should be made available off Hollands Road for further education needs if required, as set out within the Haverhill Vision 2031.

**Two: Chantry Mill**

- 3.15 Chantry Mill is a significant and prominent site within the town centre. The site has a long history of textile manufacture, one of the historic economic drivers in the town in the eighteenth and nineteenth centuries. Today although manufacturing no longer takes place from the site it is a storage, distribution and administrative centre for the clothing business D. Gurteen which also owns the site.
- 3.16 The site comprises a number of grade II listed buildings and other ancillary structures, and has been the subject of detailed negotiations between the site owners, the Borough Council and Heritage England to secure an appropriate scheme of restoration and reuse.
- 3.17 The site is the subject of a planning application that seeks the retention and restoration of a number of significant parts of the site, including the main three storey administrative building as well as the principal range of north-lit single storey factory buildings adjoining St Mary's Church. The factory buildings house an original steam engine, 'Caroline', which dates from 1880 and used to power the machinery on the site.
- 3.18 The application also seeks the demolition of other buildings on the site with the aim of securing a flexible, long term reuse of the site. This would see the main administrative buildings restored and converted to a number of small scale commercial uses, with the factory buildings maintained by D. Gurteen for storage and distribution. Over the longer term these buildings could be put to a number of uses, with windows reopened to front onto and address the churchyard of St Mary's.
- 3.19 Space cleared on the remainder of the site could be developed for a range of uses including small scale business and commercial units, live-work and residential development. Contextually sensitive design would reflect the listed status of the main buildings and a number of potential scenarios .
- Development Aspirations**
- 3.20 The restoration and development Chantry Mill site is an important part of the town centre masterplan. Given the well-considered proposals that have been developed and drawn up over a period of time on behalf of the site's owner the development aspirations for the site reflect those that form part of the planning application.
- 3.21 The principal three storey buildings on the site will be retained and converted for a mix of commercial, business and other uses. This, together with the retention of the most significant area of single storey factory space, adjoining St Mary's Church, will secure the preservation and re-use of the majority of the historic site.
- 3.22 Where other buildings are proposed to be demolished this has the potential to enhance the setting of the more significant structures that are retained, as well as provide opportunities for sensitive infill development enhancing the overall mix of uses within the town centre.
- 3.23 Key design and development considerations will comprise:

**Mix of Uses:** A flexible mix of uses will be appropriate for the site including small scale commercial and office space, retail, community uses and residential.

**Access Points and Entrances:** access points and entrances will be maintained from Mill Road and Market Hill. Opportunities to introduce increased pedestrian accessibility will be explored.

**Key Building Elevations and Active Edges:** key building elevations will be retained to the churchyard, the access route from Market Hill, and internal spaces created around the retained buildings on the site. Opportunities to enhance the frontages to Mill Road through either built form or enhanced landscape and tree planting.

**Storey Heights:** buildings heights for any new infill development will be carefully considered having regard to the setting of the adjoining listed buildings. Proposals of up to 2 stories, with some 3 storey development where appropriate may be acceptable.

**Parking and Servicing:** parking will be provided within the site accessed from existing entrances on Mill Road with more limited access from Market Hill. Parking will be sensitively accommodated with appropriate hard and soft landscape design measures to limit visual impact. Where possible use of undercroft parking for any new infill development should be considered.

**Implementation Issues:** the site is within a single private ownership. Development proposals have already been well progressed to planning application and listed building consent stage.

The setting of the listed factory buildings, other listed buildings including St Mary's Church and number's 2 and 4 High Street, and the character of the Queen Street conservation area will all need to be carefully considered.





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HAVERHILL MASTER PLAN  
**Illustrative Perspective of Development Site Two:  
 Chantry Mill**



**Three. Jubilee Place**

- 3.24 'Jubilee Place' is a substantial and important development opportunity within Haverhill town centre. It comprises land adjoining the Brook Service Road including areas of surface car parking, the bus interchange, part of the Stour Brook, and the former Coop premises fronting Jubilee Walk.
- 3.25 The development opportunity site is in close proximity to the High Street, with four pedestrian walkways providing linkages including Jubilee Walk and Crown Passage. The site is also close to the leisure facilities, cinemas and restaurants located at Ehringshausen Way and Jubilee Plaza.
- 3.26 Given its accessible location between the High Street and the leisure area there is significant scope for a comprehensive redevelopment to better integrate different locations and attractions in the town centre, provide a range of new facilities, and a clearly identified gateway from Ehringshausen Way into the town centre and High Street.
- Development Aspirations**
- 3.27 In order to enhance the mix of uses available within the town centre, a substantial retail-led redevelopment of the site should be undertaken. This will focus on providing a range of new retail premises of a size and format to suit the needs of modern retailers. It will also provide an attractive and modern built form adjoining Ehringshausen Way, making the town centre more visible and attractive than the current service yards and car park.
- 3.28 In addition, café and restaurant uses could also be accommodated focused on a new area of public space at 'Town Square'. This would be located at Jubilee Walk and provide more direct access across Ehringshausen Way to the cinema and leisure uses and would build on the evening economy.
- 3.29 The area around the Stour Brook will be retained and enhanced, providing a new town garden and introducing new tree planting and footpaths so that better use can be made of the area for informal leisure and recreation.
- 3.30 Enhanced bus interchange provision would be provided as part of the redevelopment with improved passenger waiting areas, real-time information, driver facilities, and public lavatories. A new canopy and canopied walkway would enhance the appearance of the interchange improving pedestrian accessibility back towards the High Street via the existing alleyway adjoining Barclays Bank.
- 3.31 Above the ground floor retail uses apartments could also be accommodated, alternatively the location could be suitable for a new town centre hotel. Some parking provision would be maintained as part of the scheme, particularly for short stay purposes during the day, and accommodating hotel customers and residents during the evenings.
- 3.32 Key design and development considerations will comprise:



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HAVERHILL MASTER PLAN  
**Illustrative Perspective of Development Site Three:  
 Jubilee Place**



**Mix of Uses:** This is a significant town centre site and as such maximum use should be made of it. A flexible mix of uses should be accommodated including retail floorspace, restaurant and café uses, improved passenger and driver facilities associated with the bus interchange, public lavatories, with residential and hotel uses considered above ground floor level.

**Access Points and Entrances:** The main point of vehicular access will be maintained from Ehringshausen Way. Pedestrian access will be provided from Jubilee Walk and the other pedestrian routes from the High Street. Enhanced access across Ehringshausen Way from Jubilee Walk will also be provided to provide a more unified character between the leisure facilities, the new development and the High Street.

**Key Building Elevations and Active Edges:** Key building elevations will be provided to Jubilee Walk, the new Town Square, the retained parking area, Ehringshausen Way, and the pedestrian walkway through the site. Active edges, comprising entrances, café, restaurant and shop frontages, will be established at Jubilee Walk, the new Town Square, and the retained parking area. Facilities associated with the enhanced bus interchange will front onto and be accessed from the existing pedestrian route through to the High Street.

**Storey Heights:** Development of up to three storeys in height will be acceptable in this location. The ground level floor to ceiling height should be of an appropriate scale to accommodate a mix of commercial uses.

**Important Corners:** Important corners should be defined through the design of the built form and be located to either side of the new Town Square, and adjoining the main car park entrance point all addressing Ehringshausen Way.

**Parking and Servicing:** An area of public parking will be retained for the development, accessed from Ehringshausen Way. An area of residents parking will also be retained adjoining the site of the former Coop building. Servicing provision, include access to the rear of premises fronting the High Street, will be retained from the Brook Service Road. Service access will also be retained to the rear of the site of the former Coop building.

**Implementation Issues:** Much of the site is within the control of the Borough Council. Redevelopment of the Coop would be subject to agreement.

The redevelopment of some of the existing public car parking will be within the context of a wider review of car parking in the town centre to be undertaken by the Borough Council.

Development will require the re-provision of public lavatories as part of the proposals, as the existing facilities will be subject to redevelopment.

Existing tree planting and open space around the Stour Brook will be managed and retained. The existing horse chestnut tree in Jubilee Walk will also be retained.

The public art located outside the former Coop will be relocated within the new Town Square.

**Four: Stour Brook View**

- 3.33 Stour Brook View is a sequence of interlinked sites that adjoin the Stour Brook, focused on one of the mixed-use development area identified with the Haverhill 2031 Vision.
- 3.34 The site includes the existing car park area adjoining Swan Lane, at the rear of Argos, the parking and service yard to the rear of the Post Office, and land to the rear of the former Bell public house.
- 3.35 In addition, consideration is given to the future potential of the police station should the site be vacated at some point in the future. It occupies a prominent site on the corner of Swan Lane and Lord's House Lane.

**Development Aspirations**

- 3.36 Stour Brook View has an important role to play in helping to shape and define the character of the town centre. Each of the sites has a prominent boundary adjoining the Stour Brook and Lord's House Lane. As such there is significant potential to enhance the appearance of an important route into the town centre.
- 3.37 This will be achieved through introducing new frontage development, providing a mix of uses that positively address the Stour Brook as well as providing space for new landscape and tree planting to soften its appearance and character.
- 3.38 In addition, there are three important east/west linkages running across Stour Brook View – Reeds Lane and Crown Passage; Swan Lane; and Murton Slade. There is significant potential to improve each through the introduction of new development that overlooks these routes, helping to make them safer and more useable.

- 3.39 Key design and development considerations will comprise:

**Mix of Uses:** Development will be suitable for a mix of town centre uses including residential in the form of terraced town house or apartments, retail, café or restaurant potential adjoining Swan Lane, or small office and business units.

**Access Points and Entrances:** Access to development sites will be from existing routes including Crown Passage, Swan Lane, and Murton Slade. It will be important to position doorways and entrances so that they provide opportunities for adjoining pedestrian routes to be well overlooked.

**Key Building Elevations and Active Edges:** Key building elevations will primarily address the Stour Brook, with active edges provided along Crown Passage, Swan Lane and Murton Slade.

**Storey Heights:** Development of two storeys will be appropriate adjoining Crown Passage and Murton Slade, with a maximum of three storeys adjoining Stour Brook and to either side of Swan Lane to create a local gateway into the town centre.

**Important Corners:** Important corners will be provided either side of the junction with Swan Lane, and at the corner of Murton Slade and the Stour Brook.

**Parking and Servicing:** Parking and servicing will be provided unobtrusively to the rear of development utilising existing access points from Swan Lane, Murton Slade and the Brook Service Yard. Parking provision should reflect the proximity of the site to the town centre whilst still providing adequate spaces for future residents. Provision for cycle storage, refuse and recycling bins should be integrated into the built envelope of the buildings

**Implementation Issues:** All of the sites are within private ownership and development would be subject to agreement and potential relocation of existing facilities.

Electricity sub-stations are located at Murton Slade and adjoining the Stour View medical centre off the Brook Service Road.

The Stour Brook performs an important drainage function. Development proposals must be drawn up in consultation, where necessary, with the Environment Agency.

The redevelopment of any existing public car parking will be within the context of a wider review of car parking in the town centre to be undertaken by the Borough Council.



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**Haverhill Master Plan**  
**Illustrative Perspective of Development Site Four:**  
**Stour Brook View**



**Five: Town Hall Corner**

3.40 Town Hall Corner is located adjoining Helions Walk and Duddery Hill. It currently forms part of the wider Old Town Hall car park located to the south west of the High Street and access via Helions Walk. The site is located within a mixed residential area opposite the site of the former Wisdom factory (see Development Opportunity One). It is on the southern edge of the town centre within the Southside Quarter identified in the masterplan.

**Development Aspirations**

- 3.41 The site has potential to come forward as part of wider proposals for the Southside Quarter, reinforcing the existing residential character of this part of the town centre. In addition, new residents will help to increase overlooking of the parking areas and public realm in this part of the town centre, particularly the pedestrian walkway linking into the High Street and giving access to the Arts Centre.
- 3.42 A mix of town houses and a small number of apartments could be accommodated on the site. This would also help to reinforce the built form of Duddery Hill through the introduction of new frontage development.
- 3.43 An area of public parking would also be retained, particularly for the use of visitors to the Haverhill Arts Centre. New tree planting would soften the character of the car park, with existing trees retained within the layout of the development.
- 3.44 Key design and development considerations will comprise:

**Mix of Uses:** the site is suitable for residential development reflecting the existing and proposed uses on immediately adjoining sites.

**Access Points and Entrances:** access to the site should be provided from Duddery Hill and from Helions Walk.

**Key Building Elevations:** these should be provided addressing Duddery Hill, Helions Walk and the retained public parking area.

**Storey Heights:** development of up to two storeys in height will be appropriate on the site having careful regard to neighbouring houses on Duddery Hill and Helions Walk.

**Important Corners:** an important corner should help define the junction with Helions Walk and Duddery Hill.

**Parking :** this will be laid out in the form of small parking courtyards. Provision should reflect the proximity of the site to the town centre whilst still providing adequate spaces for future residents. Space for cycle storage, refuse and recycling bins should be integrated into the built envelope of the buildings.

**Implementation Issues:** The site is controlled by the Borough Council. Redevelopment of some of the existing public car parking will be within the context of a wider review of car parking in the town centre to be undertaken by the Borough Council. Evening parking provision must be maintained for use by the Arts Centre.





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**Haverhill Master Plan**  
**Illustrative Perspective of Development Site Five:**  
**Town Hall Corner**



**Six: Telephone Exchange**

- 3.45 The telephone exchange is located on a prominent site between Camps Road and Chantry Road. It is within the 21<sup>st</sup> Century Market Place Quarter, as set out by the masterplan. The exchange is accessed from Chantry Road, and there is a change in levels across the site falling from Chantry Road to Camps Road.
- 3.46 The buildings on the site are utilitarian in design, with flat roofs and elevations comprising a concrete framework infilled with buff coloured brick. There are windows fronting onto Chantry Road, but more limited openings elsewhere. A tall, concrete chimney is a prominent feature of the building.
- Development Aspirations**
- 3.47 Given the prominent location of the site and the bland appearance of the existing buildings, there is an opportunity to consider partial or comprehensive redevelopment subject to operational requirements.
- 3.48 The site should be considered in two parts, accounting for the change in levels and the differing character of Chantry Road and Camps Road. The northern part of the site adjoining Camps Road could accommodate frontage development of a similar scale to the adjoining apartments, establishing a stronger and more attractive built form.
- 3.49 The southern part of the site should be more domestic in scale reflecting the height and size of housing along Chantry Road. Tree planting could be introduced along the frontage.
- 3.50 Key design and development considerations will comprise:

**Mix of Uses:** Given the surrounding uses the site would be suitable for residential redevelopment with apartments adjoining Camps Road and terraced town houses adjoining Chantry Road.

**Access Points and Entrances:** Access to the site will be split between Camps Road and Chantry Road, with no direct access between the two.

**Key Building Elevations:** These will be provided fronting onto Chantry Road and Camps Road.

**Storey Heights:** The height of proposals will reflect the prevailing character of the area with three storey development fronting onto Camps Road and two storey development fronting onto Chantry Road.

**Important Corners:** An important corner will be established adjoining Camps Road adjoining the vehicular entrance to the development.

**Parking:** vehicular parking will be provided within off-street private courtyards to the rear of the buildings.

**Implementation Issues:** The building is currently operational and any development proposals coming forward would be dependent on either the current use ceasing or re-provision either within the site or elsewhere which would need to be funded. On that basis the site is considered as a longer term opportunity within the 2031 timescale of the masterplan.



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HAVERHILL MASTER PLAN  
**Illustrative Perspective of Development Site Six:  
 Telephone Exchange**



### Special Project Areas

- 3.51 In addition to the Development Opportunity Sites two Special Project Areas have been identified as part of the masterplan. The Special Project Areas cover broad locations to the east and west of the High Street and Queen Street. They focus on the 'backland' areas to rear of premises that front the High Street and Queen Street, particularly those that are visible from adjoining streets and spaces including the Brook Service Road, Murton Slade, Lower Downs Slade and Cleales.
- 3.52 The Special Project Areas are largely within fragmented land ownerships. Pockets of land are under used and overgrown, or very functional in appearance albeit providing valuable private parking, storage and service access. The aim will be to work with landowners to encourage environmental enhancement or incremental infill development and to improve the character and appearance of these areas.
- 3.53 Where appropriate it will also include the reuse and conversion of existing buildings to other uses. This can be a more sustainable alternative to demolition. It also helps maintain buildings of character and townscape quality through keeping them in use over time and reflects shifting patterns of land use over time. A good example of this are approved proposals for the former Bell public house on Market Hill.
- 3.54 In Haverhill, within the special project areas but also elsewhere across the masterplan area, conversion of buildings to new uses, particularly small scale commercial and employment generating uses, will be encouraged. The inclusion of new residential re-use will also be encouraged as this helps to increase the numbers of people living in the town centre, supporting shops and local services as well as extending the time that the town centre is populated.



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**Haverhill Master Plan**  
**Masterplan Perspective**



## 4.0 PUBLIC REALM OPPORTUNITIES

### A Strategy for Moving Around the Town Centre

4.1 The Strategy for moving around the town centre, supporting the masterplan, has been prepared on the basis of the Haverhill Vision 2031 which sets out that all development proposals should prioritise modes of transport in the following order:

- Walking
- Cycling
- Public transport (including taxis and community transport)
- Cars and other vehicles

4.2 In developing the strategy, supported by six public realm opportunities, 3 interrelated transport aims/objectives have emerged:

1. **Creating a walkable and bike friendly town centre**
2. **A well connected and adaptable town centre**
3. **An efficient and legible town centre**

4.3 In expanding on these objectives it should be noted that a central purpose of the movement strategy is to support and help deliver the strategies and proposals outlined in the Suffolk Local Transport Plan (LTP) 2011-2031 which identifies a series of priorities to support sustainable development of the town.

### *Creating a walkable and cycle friendly town centre*

4.4 Critical to the success of the masterplan is the requirement to create an outstanding pedestrian environment that is well connected, safe and a pleasure to use. Delivering on this objective means putting the needs of pedestrians and cyclists at the heart of the movement strategy.

4.5 Creating a walkable and bike friendly town is about making a fine place for people. It involves exploring the potential for extending the grid of “pedestrian priority” streets within the core town and retail area. Inter-related with this objective is the need to better manage vehicle access, car parking and servicing to the periphery of the existing pedestrian zone and within the core area of streets.

4.6 In respect to cycling the approach is to support a step change in cycling by promoting bicycle-friendly communities and improving overall safety for cyclists. The strategy also involves installing secure cycle parking facilities in key streets, and immediately adjacent to key destinations and public transport facilities.

4.7 Creating a walkable and bike friendly town centre is about enhancing the urban environmental quality of the main streets and public spaces, through careful use of funding and investment and a consistent approach to street design, furniture, landscape and street lighting.

*A well connected and adaptable Town Centre*

- 4.8 A well connected and adaptable town centre is about delivering an easy to use, integrated transport system into and around the town centre. A well connected and adaptable town centre requires the provision of additional capacity for regeneration and economic growth (especially the North East Haverhill proposals for around 2500 homes) with real choice and reliability across all means of travel. An adaptable town centre will also require an ability to meet future challenges accommodating change within a flexible masterplan framework.
- 4.9 A well connected and adaptable town requires the provision of additional capacity for regeneration and economic growth within and outside the Town Centre, including the major growth proposals outlined in the Core Strategy. It also involves making enhancements to the existing system and making the transport network more resilient.
- 4.10 A well connected town centre also requires reconfiguring the key gateways to improve the quality of the public realm as well as walking and cycling facilities to the town centre. This includes introducing enhancements to the overall usability of public transport, such as proposals to improve the town's public transport interchange.
- 4.11 It also relates to the need to develop a network of cycle routes which are safe, convenient and attractive with segregated facilities, dedicated lanes and other major improvements. A well connected and adaptable town centre will also require simplifying the convenience and connectivity of the public transport network to make it easier to use.

*An efficient and legible Town Centre*

- 4.12 Getting the best use of existing infrastructure, roads, footpaths, parking spaces and the bus interchange, while considering the appropriate hierarchy of priority for walking, cycling, public transport and the private car is important. An efficient town centre is about making the movement network legible, or easy to understand, for all people. Considering this in respect to overall urban environmental quality is also an essential element of the strategy. The use of intelligent transport systems and overall "smart mobility" can also be of importance to making the town more efficient and easy to navigate.
- 4.13 An efficient and legible town centre is about making incremental, sometimes small scale, improvements to the existing transport network. It also involves the consideration of the use of Variable Message Signing (VMS) to maximise the convenience for visitors arriving by car for shopping and access to services to encourage greater use of town centre. Closely related to the use of VMS is the need to devise and deliver a car parking strategy. This will be undertaken by the Borough Council to provide better access to parking within and around the town centre and improve the pedestrian routes from car parks to the High Street and other part of the town centre.
- 4.14 A legible town centre will also require a modern way-finding system in order to improve legibility. The objective is to ensure the town centre is easy to move around, with simple navigation and connectivity, and good pedestrian amenity and safety. This should encourage more walking and cycling and is closely associated with the development of way-finding strategies for an integrated public transport system, particularly enabling access to an enhanced public transport interchange.

### Emerging Movement Strategy Priorities

- 4.15 A series of priorities and interventions are considered as part of the movement strategy, which are outlined on the following pages. These, in turn, are supported by six public realm opportunities which help to underpin the masterplan.

#### *Pedestrian Priority Streets*

- 4.16 Pedestrian Priority Streets are places where pedestrian movement is prioritised. These streets include the High Street, Queens Street, Market Hill, Swan Lane, and the connecting alleyways that provide some of the main east west connections.
- 4.17 The movement strategy advocates that walking is the priority means of travel and in this respect the approach is to provide safe and convenient access to the town centre by considering both primary walking trips and the end journey from all other modes of travel (which is also walking). This means thinking about how people walk from the car parks, bus stops and taxi ranks as well their homes and places of business.
- 4.18 In respect to highway design in most cases the pavement will define the pedestrian streetscape with a uniform pavement to make the town centre more easy to navigate. The general approach will be for a continuous type of pavement to guide pedestrians from one street to the next with raised tables across side streets. Some sections of these streets could retain kerblines and accommodate traffic and buses, but the emphasis will be that the pedestrian is still King. Pedestrian priority at the main approaches and gateways is also an essential component of the strategy.

### Cycle Improvements

- 4.19 Haverhill has a good network of walking and cycling routes but many are incomplete. The County Council are in the process of undertaking a review and preparing a cycle strategy and series of projects for cycling routes and facilities. These projects will be supported.
- 4.20 The strategy will also increase the number of dedicated cycle routes around the town, introduce conveniently located, secure, covered and illuminated bicycle shelters, create safe routes from villages close to the town to promote cycling and walking and introduce safe routes to schools where possible.

#### *High Street Enhancements*

- 4.21 Making improvements to the High Street, Queen Street, and Market Hill is about reinforcing a strong High Street. High Street Enhancements includes making improvements to the main street spine and the alleyways that connect the High Street environment with the car parks, bus interchange and key destinations (i.e. Leisure centre/retail stores).
- 4.22 The approach is about achieving an appropriate balance between pedestrian and vehicular access, supporting businesses whilst enhancing the pedestrian environment.



### *Breaking down the barrier of Ehringshausen Way*

- 4.23 Breaking down the barrier created by Ehringshausen Way is about establishing a safer and more connected route between the core town centre area and the land to the east. It's about breaking down movement barriers, particularly east/west, from the High Street across Lord's Croft Lane/Ehringshausen Way. This will be delivered by increasing the opportunities to cross Lord's Croft Lane/Ehringshausen Way and other main roads which act as barriers to pedestrians.

### *Public Transport Interchange*

- 4.24 This project is about improving the layout and facilities of the bus station to make it a more integrated transport hub. It includes better information, including accessing information online, by mobile phones, or from variable message signs. It's noted that the Local Transport Plan identifies potential enhancement to the bus route network, as well as the introduction of real time passenger information to indicate at bus stops when the next bus is due.
- 4.25 In particular, routes linking homes and jobs would be especially beneficial in increasing choices of modes of travel. Wider public transport plans involve improving public transport links including a fast bus service to Cambridge and Bury St Edmunds.
- 4.26 Closely associated with the public transport interchange proposals is the need to improve the quality of the connections across Ehringshausen Way and the walkways/alleyways that link the High Street area. There are also opportunities to enhance where possible the bus shelters around the town.

### *Managing vehicle circulation and reviewing car parking*

- 4.27 Better managing vehicle circulation patterns applies to both through traffic and destination traffic. In this respect the movement strategy supports the need for the primary road networks to be safeguarded for the effective management of traffic and congestion and to improve overall road safety. This will be important for managing through traffic, but other tactics should be applied to managing destination traffic into the town centre.
- 4.28 The approach for destination traffic is to make sure vehicles can access the town car parks quickly and efficiently without the need to spend time circulating for spaces. In respect to the Borough Council's car parking strategy/review this needs to consider the consolidation of some car parks as part of development proposals as well as consideration of car park location, cost, convenience and signage to improve visitor experience and convenience.

### Six Public Realm Opportunities

4.29 In order to help deliver wider improvements to the patterns of movement around the town centre six Public Realm Opportunities, linked to the identified Development Opportunities, form part of the overall masterplan strategy for Haverhill town centre. They are set out in the following pages and shown on the plan opposite.

#### A. Queen Street

4.30 Queen Street forms part of the northern gateway into Haverhill. It includes the junction with Wrating Road and pedestrian cross routes between Lower Downs Slade, Murton Slade, Queens Place and The Pightle.

4.31 As a key part of the town centre core, Queen Street extends from the High Street, and provides a mix of retailers, commercial and other services.

4.32 Queen Street itself is gated between the hours of 10am and 4pm for pedestrian priority, but opened up in the evening to help support a night-time economy. Recent initiatives within Haverhill have included the Queen Street enhancements which have greatly improved the town centre.

4.33 There are a number of very fine buildings and groups of buildings that positively address the street and make a strong contribution to the character and identity of the area. This is reflected in the designation of this area as a conservation area.

4.34 A number of improvements should be made to Queen Street in order to enhance its attractiveness as an important space within the town centre core:

**Retain gated access** along Queen Street to support a night-time economy within the town centre and to maintain vehicular access after 4pm.

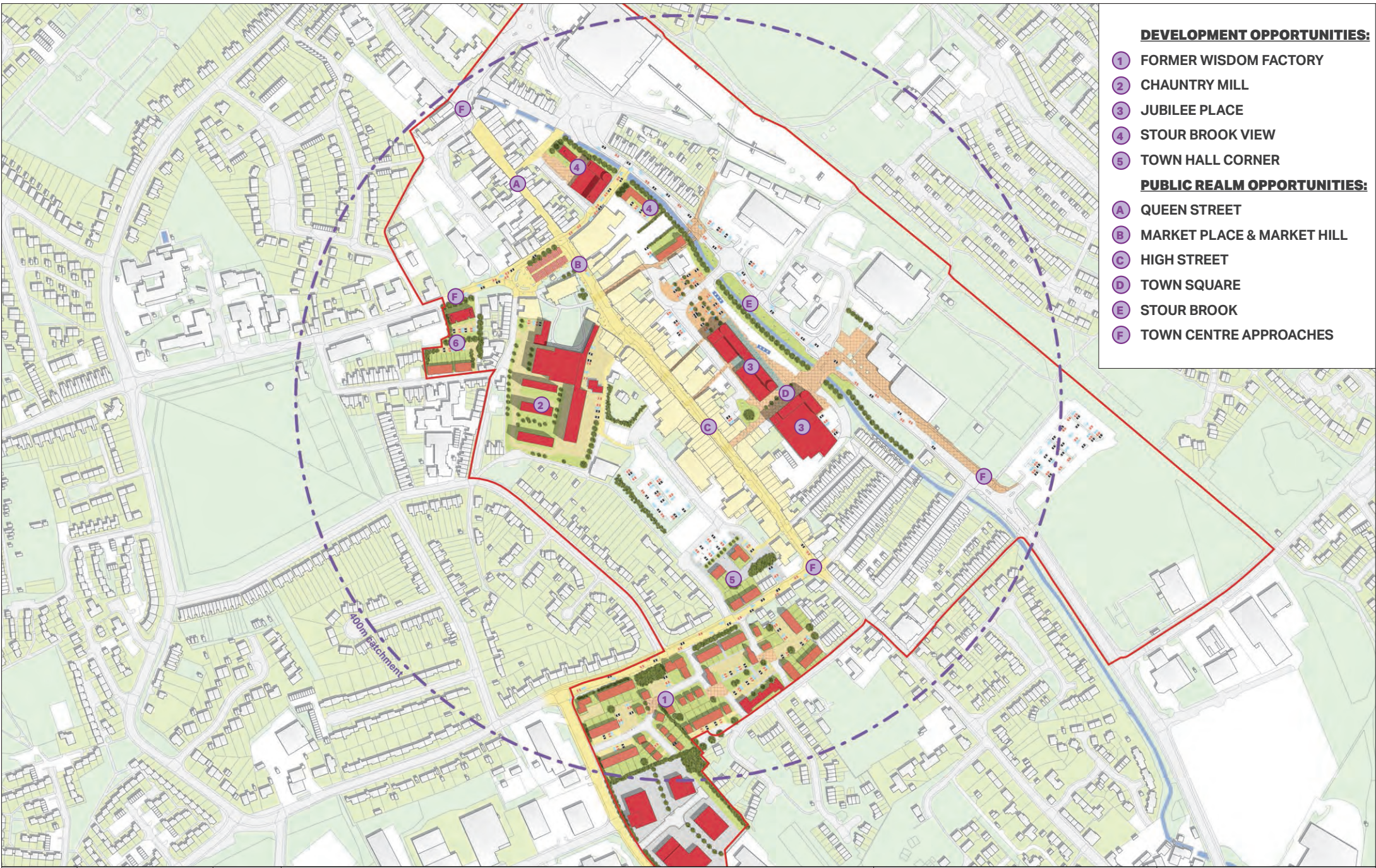
**Continued efforts to improve the public realm** within this area is important in enhancing the pedestrian environment and the setting of historically and architecturally important buildings contained within Queen Street.

**Enhance the public realm environment within existing walkways** to establish safe and attractive routes for pedestrians within the town centre core through new paving, lighting, opportunities for tree planting and small-scale infill and other environmental enhancements (see also **Special Project Areas** in **section 3**).

**Repair existing paving** to unify surface materials and to maintain and enhance the attractiveness of Queen Street reinforcing the character of the Queen Street Quarter (see **Mixed Use Quarters** in **section 2**).

**Introduce a new gateway 'marker'** to signal the northern entrance to the town centre, at the junction with Withersfield Road, and reinforce the status of Queen Street. The 'marker' could be designed to complement and reflect the bespoke gates currently in place, ensuring design consistency in the town centre, and could include practical features including lighting and seating.

**Consider establishing a link between Lower Downs Slade and Swan Lane**, improving accessibility for pedestrians, cyclists and vehicles, subject to agreement with landowners.



**DEVELOPMENT OPPORTUNITIES:**


- 1 FORMER WISDOM FACTORY
- 2 CHAUNTRY MILL
- 3 JUBILEE PLACE
- 4 STOUR BROOK VIEW
- 5 TOWN HALL CORNER

**PUBLIC REALM OPPORTUNITIES:**

- A QUEEN STREET
- B MARKET PLACE & MARKET HILL
- C HIGH STREET
- D TOWN SQUARE
- E STOUR BROOK
- F TOWN CENTRE APPROACHES

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**HAVERHILL MASTER PLAN**  
**Development Opportunities & Public Realm Opportunities**



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**B. Market Place and Market Hill**

- 4.35 The Market Square provides a traditional town centre focus with the popular (award winning) market adding to the quality of the town's offer on Fridays and Saturdays. The market is an important attractor to the town and provides a space for community events and a place where people can have chance encounters.
- 4.36 St Mary's Church sits prominently adjacent to Market Place and Market Hill and provides a distinctive local landmark.
- 4.37 Parking spaces for blue badge holders can be found at Market Hill which enhances accessibility to the town centre for users who are mobility impaired.
- 4.38 The public realm within this area is tired in places and inconsistent across the wider town centre area. There are a number of walkways and alleyways in this area which are not fully utilised or exploited. Blank elevations to some streets and alleyways discourage walking making the town centre feel less accessible than it is.
- 4.39 The one-way gyratory system in combination with gated access along Queen Street, and restricted access to Market Square and the High Street on Saturdays (due to the market), provides confusion to visitors to the town and results in difficult U-turn manoeuvres back up Camps Road.
- 4.40 There are a number of improvements that should be made to the Market Place and Market Hill area in order to enhance its usability and attractiveness:

**Maintain the character of the Market Place** to enable the continued use of the Friday and Saturday market as an important attractor to the town centre. Improving accessibility along Swan Lane will also assist market access.

**Re-introduce two-way traffic** along Swan Lane to improve access into the town centre particularly on market days, potentially displacing traffic away from the High Street during the day, and enhancing the overall legibility within the town centre.

**Provide a uniform surface paving scheme** to seamlessly draw people through the space particularly between Queens Street and the High Street (see **Masterplan Design Principle 6** in **section 2**).

**Introduce street tree planting** along Swan Lane to soften its existing character particularly adjoining the Market Place.

**Retain blue badge holder spaces** at Market Hill to enable disabled users to continue to access the town centre readily.

**Allow for delivery access** to premises at Market Hill without rear access, and maintain access into the Chantry Mill.

**Improve the environment along Quaker Lane** to Cleales/Town Hall car park to improve the attractiveness of the walkway in accessing and arriving at the town centre. This could include new tree planting, improved lighting, wayfinding and coordinated surface materials.

### C. High Street

- 4.41 The High Street provides the movement spine for the town centre. Medieval in origin The High Street extends from Market Hill to the junction with Duddery Hill. Active and mixed-use frontages line the High Street and define the space although the length of the street means that activity is somewhat diluted in places, and suffers from areas of vacancy.
- 4.42 The High Street is one-way with restricted access between 10am and 4pm, Monday to Friday, and on Saturdays no general access is permitted during the hours when the market is operating. The High Street remains open after 4pm to provide evening access to support the evening economy, in particular access to and fro the Haverhill Arts Centre.
- 4.43 The public realm along parts of the High Street is now beginning to look tired. There is an opportunity for public realm along the entire length of the High Street to be comprehensively enhanced. This should include opportunities for improving pedestrian routes between the High Street and the area around the Brook Service Road and bus interchange.
- 4.44 A number of key elements should be incorporated into the design and layout of the High Street:

**Encourage the dovetailing of initiatives** with those being progressed by ONE Haverhill including the 'Spring Clean', empty shop window decoration and up-lighting of key premises.

**Retain one-way, limited access** along the High Street at certain times to support the evening economy, clearly defining a carriageway and introducing design features to restrict vehicle speeds.

**Ensure the retention of the Market** through the design and layout of the High Street, allowing areas of level space for the location of stalls and considering the installation of electricity hook-up points if feasible.

**Enhance the existing walkways** at Crown Passage and Jubilee Walk to make the pedestrian environment more inviting and welcoming to visitors of the town. This will provide an important pedestrian connection to proposals at Opportunity Site Three (see Jubilee Quarter in **Section 3** of the masterplan).

**Co-ordinate and unify surface materials** using high quality paving to provide a uniform scheme to seamlessly draw people through the High Street.

**Provide co-ordinated street furniture** with the possibility of bespoke pieces to be designed to reinforce the identity and character of the High Street, which coordinate with the bespoke design of the gate in Queen Street.

**Improve shop frontages** by working together with shop owners and landowners to enhance the appearance and attractiveness of the High Street.

**Introduce a gateway 'marker'** at the junction with Duddery Hill using public art and/or signage to reinforce the space as the southern gateway to the town centre. The 'marker' could be designed to complement and reflect the bespoke gates currently in place at Queen Street, ensuring design consistency within the town centre, and could include practical features including lighting and seating.

**D. Town Square**

- 4.45 As part of the redevelopment proposals associated with the Leisure and Commercial Heart of Haverhill, set out as part of 'Jubilee Place' (see **Development Opportunity 3**) there is significant potential to create a new 'Town Square'.
- 4.46 The Square would link together Jubilee Walk, the Bus Interchange, and the leisure and cinema development across Ehringshausen Way. It would also link into the area around Stour Brook providing a multi-use space and a setting for new development in this part of the town centre.
- 4.47 At present the area for the proposed square, located adjoining the former Coop building, has some seating, public art, and a fine horse chestnut tree located adjoining Jubilee Walk. However the area looks tired and dated, and would benefit from enhancement.
- 4.48 There are a number of opportunities that should be considered as part of the design and layout of the public realm in this important location:

**Introduce new active edges and outdoor seating areas** associated with the mixed-use redevelopment of 'Jubilee Place', with café and restaurant uses and new shops adjoining the square.

**Retain the existing horse chestnut and introduce new tree planting** to soften the space and provide a visual link with the Stour Brook and trees in Jubilee Plaza located across Ehringshausen Way.

**Open up the square towards Ehringshausen Way** to establish new pedestrian crossing points to enhance access between the leisure and cinema area and the High Street.

**Provide new public transport interchange facilities** including a new canopy, real-time timetable information, passenger and driver facilities, replacement public lavatories, and seating areas.

**Introduce landscape and tree planting enhancement** to the area around the Stour Brook to create a 'town garden' (see **public realm opportunity E. Stour Brook**).

**Coordinate surface paving, street furniture and signage** utilising high quality and contemporary designs to unify and enhance the Town square, bus interchange area and Jubilee Plaza establishing a single designed space with different functions within it (see **Masterplan Design Principle 6** in **section 2**).

**Reinforce the usability of pedestrian routes** between the High Street and Jubilee Place through new paving, lighting, opportunities for tree planting and small-scale infill and other environmental enhancements (see also **Special Project Areas** in **section 3**).

**Retain service access to the rear of High Street premises** as well as providing service access to new development at Jubilee Place. Service yards should be discretely accommodated (see **Development Opportunity 3 Jubilee Place**, and **Masterplan Design Principles** in **section 2**).

### E. The Stour Brook

- 4.49 The Stour Brook is a minor tributary of the River Stour which runs through Haverhill town centre. It follows the alignment of The Pightle, Lord's Croft Lane and Ehringshausen Way. Despite the many attractive qualities of the Stour Brook, it is not always positively celebrated.
- 4.50 There are two distinct areas within which the Stour Brook runs its course through the town which have a varied character. It is its more engineered character from The Pightle to Lord Croft's Lane which is perceived less positively.
- 4.51 The second stretch of The Stour Brook along Ehringshausen Way is considered more attractive in character. In this area the Brook is softened by mature willow trees and landscape frontage. It is an underplayed resource and should be given greater prominence.
- 4.52 There are a number of key design interventions that should inform the design and layout of the public realm:

**Maximise the Stour Brook's amenity value** as a natural asset for the town along its entire length, as part of Opportunity Site Four.

**Maintain its function for drainage** within the town to enable the Brook to respond to rainfall events, as required by the Environment Agency.

**Design development frontages** to be set back off Ehringshausen Way to create a landscape frontage, and sited in such a way that it does not compromise access to the Brook for maintenance purposes.

**Provide high quality green infrastructure** along the Stour Brook to enhance its setting and amenity value.

**Additional tree planting** to complement existing mature trees and establish a stronger, tree lined character that will draw people along the course of the Brook.

**Maintain the soft edge** along Ehringshausen Way by opening up landscape frontages for informal recreation.

**Establish a Town Garden** adjacent to Brook Service Yard, as part of Development Opportunity Site Three.

### F. Town Centre Approaches

4.53 There are six principal approaches into Haverhill town centre. They comprise:

- Withersfield Road
- Camps Road
- Hollands Road
- Hamlet Road
- Ehringshausen Way
- Reeds Lane (Haverhill Railway Walk)

4.54 However, these gateway spaces do not signal arrival into the town centre and the High Street is less 'visible' as a result. It is not immediately apparent where the town centre begins, with the leisure and retail uses along Ehringshausen Way feeling divorced from the High Street, albeit in close proximity.

4.55 The town centre is highly walkable with residential neighbourhoods located close by (a number within 400m walking catchment). Pedestrian routes into the town centre do not encourage local residents to make journeys by foot. The Haverhill Railway Walk should be enhanced as an asset in this respect.

4.56 At present the gateways into the town centre are little more than traffic dominated junctions, although building frontages around these junctions provide an appropriate frame for width of the streets.

4.57 Opportunities to enhance existing routes and approaches need to be maximised to enable the town centre to be welcoming and attractive to visitors.

4.58 There are a number of opportunities that should be considered as part of the design and layout of the public realm at key town centre approaches:

**Enhance signposting and wayfinding** at each town gateway to improve accessibility between key locations in the town centre.

**Introduce gateway treatment** at the approaches to the town centre through differentiated surface materials and wayfinding to signal key routes into the town centre. This could include the use of public art to further distinguish the location and make the town centre more legible.

**Capitalise on walkability** by enhancing pedestrian routes and providing enhanced pedestrian crossing facilities into the town centre. This would encourage sustainable methods of travel from surrounding residential neighbourhoods.

**Coordinate street furniture to improve place making** to give a clearer identity to gateway locations, reducing visual clutter and providing for a clean and tidy environment.

*Photo opposite:  
Cinema and Leisure Development on Ehringshausen Way*





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## 5.0 DELIVERING THE MASTERPLAN

### Delivery Strategy

- 5.1 The development of the draft masterplan for Haverhill Town Centre has identified a number of sites for future development. These sites, together with the wide public realm and movement strategies, offer the opportunity for Haverhill town centre to meet the ongoing and future needs of its population, and those who visit and work in the town.
- 5.2 Key to the implementation of the masterplan, which will be ongoing over the period from now until 2031, is having a realistic approach to enabling delivery.
- 5.3 All development involves a process of unlocking land, overcoming obstacles, and securing market commitment based on evidence of need. The greater certainty there is regarding the issues to be overcome, the more likelihood there is that development will take place. The aim of the delivery strategy is therefore twofold:

**Firstly to more closely identify and prioritise the development opportunities, outlining the issues and obstacles to be overcome**

**Secondly to provide a platform from which to take the necessary actions to unlock development, and promote the opportunities to the wider market.**

### Context

- 5.4 The key driver for development and investment in Haverhill is its planned growth. Haverhill's population is currently around 27000, and is set to reach 35000 by 2031 through planned housing expansion. This represents a 30% increase over the next 15 years. In terms of its size compared to other centres, this puts it on a par with the following towns, based on the 2011 census:

<b>Borehamwood</b>	35,489	<b>Woodley</b>	35,470
<b>Accrington</b>	35,456	<b>Billingham</b>	35,392
<b>Bridlington</b>	35,154	<b>Chadderton</b>	34,818
<b>Redhill</b>	34,498	<b>Coalville</b>	34,575
<b>Exmouth</b>	34,432	<b>Skelmersdale</b>	34,455
<b>Billericay</b>	34,274	<b>Hitchin</b>	34,266

*Source: Census 2011*

- 5.5 Haverhill will potentially be larger than the likes of Haywards Heath, Letchworth Garden City, Bicester, Epsom, Sevenoaks and Chichester are now. These centres all support a substantially broader retail mix than is currently found in Haverhill, indicating the potential for further quantitative and qualitative improvement.
- 5.6 Planned growth will generate additional expenditure to support businesses in the town, and represents a step change in the role and function that the town centre will develop to provide over the next fifteen years and beyond. Development will be needed to manifest these changes.

*The market*

- 5.7 This will build on the significant improvements that have been made over the last 10 years, including the development of the cinema and Leisure scheme, the representation of Tesco in the town centre, and the provision of the research park opportunity and innovation centre.
- 5.8 Fundamental to delivery is the ongoing positive attitude towards development that characterises Haverhill, and the support for a sustainable mix of town centre uses from the local population. Change is inevitable. The aim is to ensure that the change proposed is right for those whose future is in Haverhill, and is managed and sustainable.
- 5.9 All development is subject to the fluidity of the markets that underpin it. Currently, the housing market is strong, and represents a firm foundation for underpinning the development of a mix of uses in the town centre.
- 5.10 The commercial markets are driven by a mix of local demand for retailing and leisure uses, and wider economic growth and specialist industry expansion for the commercial uses.
- 5.11 The retail sector is experiencing a national structural change as the ongoing impact of changes in the way people shop is being understood and accommodated. That said, there will always be a role for the shop in town centres, and a growing population represents the underpinning local expenditure that supports retail demand.
- 5.12 Research undertaken by DLA as part of the preparation of the masterplan has found evidence of existing retailer demand for representation in Haverhill from nationally represented retailers, and interest in the master plan opportunities and the growth prospects for the town.
- 5.13 To be in a position to meet such demand, and secure real commitment from occupiers that will add to the retail mix of the town will require the availability of suitable sites and the provision of units that meet modern retailer requirements. This is a core part of the delivery strategy for Haverhill.

- 5.14 The commercial sector has in place the fundamentals for expansion principally through the availability of the research park. The master plan also enables the expansion to existing employment areas close to the town centre and development of smaller business opportunities. Such development will be more reactive to demand and more market led, so the plan includes the flexibility to accommodate such uses to meet the expanding local employment needs of the growing population.
- 5.15 Research undertaken by DLA as part of the preparation of the masterplan has found evidence of demand for a further circa 50 bedroom hotel in Haverhill, and demand from warehouse/storage businesses, car related service businesses, and a self- store operator.
- 5.16 Increasingly, the benefits of people living in the town centre are recognised through the contribution this can make to feelings of safety and security, “ownership” of the public realm and the support for extended or flexible trading hours and an evening economy. The principle of mixed use, accommodating residential areas in the town centre runs through the masterplan.
- 5.17 The aim is to offer a range of opportunities that can accommodate younger people, families and the growth of the older generation for whom town centre living offers sustainable and more independent access to goods and services.
- 5.18 The masterplan is intentionally flexible in terms of the development opportunities. Suitable uses are suggested, but for the plan to guide delivery over the next 15 years a proscriptive approach could become an obstacle rather than an enabler to delivery. The intention is to create the right framework to harness market demand as it grows and changes, rather than to inhibit development that may not now be able to be anticipated.

### Development and Public Realm Opportunities

- 5.19 A range of sites have been identified as suitable for development as established through policy HV7 of the Haverhill Vision 2013 and through the masterplanning process. These sites are explored in more detail below, and are categorised in each of the identified town Quarters.
- 5.20 In addition the masterplan identifies six key opportunities for improvements to public realm in the town centre. The delivery of these will be subject to the availability of funding, and the ability for these to be supported through associated developments. The table identifies the potential links between the public realm projects and the development projects, however the extent to which these can be supported through the use of planning obligations will be subject to viability testing.
- 5.21 It is therefore essential that these projects, together with the access and movement related projects, are included in any Infrastructure delivery Plan prepared by the Council, so that Community Infrastructure Levy (CIL) funding can be secured in the event that CIL is introduced at any time during the life of this plan.

Southside						
Site	Potential use	Indicative development and potential linkage with public realm improvements	ownership	Issues and obstacles	Outline process for implementation – actions for Haverhill One with the Borough Council	Indicative timescale
Former Wisdom Factory, Duddery Road	Phases 1 and 1 a Residential development	Up to circa 80-85 units of mixed housing and flatted development. Potential to accommodate retirement development if required. Potential for conversion of existing Victorian building for comprehensive residential use.  Internal pedestrian and cycle linkage to existing routes  Link to improvements to Duddery hill/High street intersection and town centre gateway	Private	Land in private ownership  Potential for adverse ground conditions from former industrial use  Loss of privately owned non statutory allotments Electricity sub-station – possible relocation or accommodate within design	<ul style="list-style-type: none"> <li>• Seek contact with the land owner to establish aspirations for the future of the site</li> <li>• Work with the landowner to bring forward a suitable development brief</li> <li>• Understand constraints, and provide support if appropriate in overcoming obstacles to development</li> <li>• Promote the site as a development opportunity</li> <li>• Bring forward first phase on former factory site</li> <li>• Bring forward second phase on allotment land</li> </ul>	2-5 years
	Phase 2 Commercial development	Potential for circa 3,300 M2 of additional employment use building on existing employment uses in Hollands road		Dependant on market demand	As above	4-7 years
Town Hall Corner	Residential development	10-15 units, mix of housing and flatted development  Link to improvements to pedestrian access to High Street	Council owned land		<ul style="list-style-type: none"> <li>• Development Brief</li> <li>• Marketing and disposal of site</li> </ul>	2-5 years

<b>The 21<sup>st</sup> Century Marketplace</b>						
<b>Site</b>	<b>Potential use</b>	<b>Indicative development and potential linkage with public realm improvements</b>	<b>ownership</b>	<b>Issues and obstacles</b>	<b>Outline process for implementation – actions for Haverhill One with the Borough Council</b>	<b>Indicative timescale</b>
Chantry Mill	Mixed use	[Description to go in]  Link to enhancement of the gardens between the mill and the church	Gurteens		<ul style="list-style-type: none"> <li>• Consider Planning Application</li> <li>• Private sector disposal and implementation</li> </ul>	Immediate  2-10 years
Telephone Exchange	Residential development	Mix of houses and flatted development to provide in the region of 30 units.  Link to improvements to pedestrian environment of Camps Road	BT/Telreal	Dependant on ongoing operational requirements of BT and on land ownership	<ul style="list-style-type: none"> <li>• Open direct discussions with BT/Telreal</li> <li>• Establish detailed planning parameters</li> <li>• Establish open support for the principle of redevelopment</li> </ul>	5-12 years

Commercial and Leisure Heart						
Site	Potential use	Indicative development and potential linkage with public realm improvements	ownership	Issues and obstacles	Outline process for implementation – actions for Haverhill One with the Borough Council	Indicative timescale
Jubilee Place (former co-op building, Brook Service Road and areas of car parking)	Retail led mixed use	<p>Ground floor retail uses that could accommodate retail uses of circa 3590M2, including 3 + major modern retail units, additional smaller restaurant or retail uses of circa 600M2 plus servicing and some car parking to the rear.</p> <p>The upper levels can accommodate either residential or mixed use development, possibly including a town centre hotel, for which there is known demand. In total there is estimated capacity for circa 38 residential units, or a reduced residential component of up to say 24 units plus a hotel providing up to 50 bedrooms.</p> <p>Additional facilities include revised bus station layout, enhanced passenger and driver facilities and publicly accessible toilets.</p>	St.Edmunds bury/West Suffolk Borough council	<p>Priority need to negotiate surrender of existing lease from Co-op before the unit is re-let on a sublease</p> <p>Prioritise review of car parking provision to enable car parking space to be freed up</p> <p>Potential (short/medium term) impact on revenue account</p> <p>Potential for direct Council led development, possibly in conjunction with occupiers, to replace lost revenue and maximise financial viability.</p> <p>Negotiations required with bus service providers to establish a revised bus facility with associated driver facilities</p> <p>Need to consider re-provision of public access to toilets</p>	<ul style="list-style-type: none"> <li>Establish the project as a One Haverhill/Council priority, and set up a dedicated project team</li> <li>Secure possession of the site, through negotiation of leases/relations as required</li> <li>De-risk site through detailed site investigation and due diligence</li> <li>Establish clear and detailed planning requirements, but with flexibility to meet market demand, through development of a planning brief</li> <li>Establish contact and lines of communication with potential end occupiers</li> <li>Progress implementation, either via marketing the site to secure a development partner, or through a direct development approach via an appointed development manager.</li> <li>NB a property realistic timescale for this process from inception to</li> </ul>	4-7 years

		<p>Linked public realm projects include the development of a “town garden” around the Stour Brook and the Town Square</p> <p>Enhanced Jubilee Walk and pedestrian links including Crown Passage and the link adjacent to Barclays Bank.</p>			<p>completion is circa 4-7 years.</p>	
<p>Stour Brook View: 2 sites fronting Stour Brook.</p>	<p>Residential led mixed use development, with the potential for ground floor commercial/retail uses.</p>	<p>Circa 5 + town houses, 8 + flats and ground floor commercial uses, possibly including small offices/retail, subject to demand. Flexible to meet emerging market demand.</p> <p>Improves gateways to the town centre and frontage to the Stour Brook, linked to public realm improvements to Swan Lane.</p>	<p>Combination of Quasi Public and Private, land to the rear of the Post Office, and land to the rear of Argos</p>	<p>Likely to be longer term opportunities that will require operational decisions for significant service providers such as the Post Office</p>	<ul style="list-style-type: none"> <li>Engage with landowners, to establish timescales for potential development opportunities to come forward, and explore possible opportunities for partnership to enable relocations</li> <li>Development of a planning brief for the area, signifying the development opportunity</li> </ul>	<p>5-12 years</p>



Queen Street Quarter						
Site	Potential use	Indicative development and potential linkage with public realm improvements	ownership	Issues and obstacles	Outline process for implementation – actions for Haverhill One with the Borough Council	Indicative timescale
Stour Brook View: 1 sites fronting Stour Brook.	Residential led mixed use development, with the potential for ground floor commercial/retail uses.	<p>Circa 12 + flats and commercial uses, possibly including small offices/retail, subject to demand. Flexible to meet emerging market demand.</p> <p>Improves gateways to the town centre and frontage to the Stour Brook, linked to public realm improvements to Swan Lane and pedestrian connections to Tesco, and possibly to Murton Slade and links to the Queen Street Quarter.</p>	Public land currently accommodating the Police Station and associated facilities.	Mix of short and longer term opportunities that will require operational decisions for re-provision of required services provided by the Police	<ul style="list-style-type: none"> <li>Engage with Police to establish timescales for potential development opportunities to come forward, and explore possible opportunities for partnership to enable relocations. Include discussions with other blue light services.</li> <li>Development of a planning brief for the area, signifying the development opportunity</li> </ul>	2-5 years

Indicative phasing:	High short term priority
	Short to Medium term priority
	Longer term priority

**DAVID LOCK ASSOCIATES LIMITED**

50 NORTH THIRTEENTH STREET, CENTRAL MILTON KEYNES, MK9 3BP  
TEL: 01908 666276 FAX: 01908 605747 EMAIL: [mail@davidlock.com](mailto:mail@davidlock.com)  
[www.davidlock.com](http://www.davidlock.com)

